

MEDIA KIT — @MUSTACHE.JOURNEY

Luxury Travel • Hospitality • Quiet Authority

BRAND OVERVIEW

mustache.journey is a cinematic lifestyle brand documenting luxury travel through the lens of earned confidence and quiet authority. The content emphasizes atmosphere, pacing, and presence—crafted for hospitality partners seeking refined, brand-safe storytelling that enhances perception rather than interrupts the guest experience.

CONTENT APPROACH

Cinematic framing • Minimal on-screen text • No overt promotion • On-property presence that aligns with luxury brand standards

SIGNATURE STORYTELLING FORMATS

Silent Authority Walk — Controlled movement through hotel corridors, lobbies, and transitional spaces. **Access, Not Attention** — POV details highlighting design, service flow, and atmosphere. **Earned Stillness** — Calm moments capturing light, space, and the reward of arrival.



AUDIENCE PROFILE

Age: 30–55
Profile: Executives, entrepreneurs, and senior professionals **Geography:** United States, United Kingdom, Europe, global luxury hubs **Interests:** Five-star hotels, design-led destinations, premium travel experiences

IDEAL HOTEL PARTNERSHIPS

Luxury and boutique hotels • Iconic resorts • Design-forward properties • Destination-led hospitality brands seeking cinematic visibility

DELIVERABLES

Cinematic Reels • On-property visual storytelling • POV guest-experience content • Evergreen content licensing

CREATIVE & BRAND SAFETY

No forced talking points • No trend-driven formats • Narrative-led integration • Long-term hospitality alignment preferred

Scan to view Instagram
@mustache.journey

