

THE MARK

T+L Asia print

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BEACHES + ISLANDS SPECIAL

# TRAVEL+ LEISURE

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HONG KONG & MACAU

SUMMER 2025

SUMMER 2025

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# Magnificent MERCH

Hospitality swag is hitting new highs. Show, don't tell, us where you last laid your head.

By Chris Dwyer



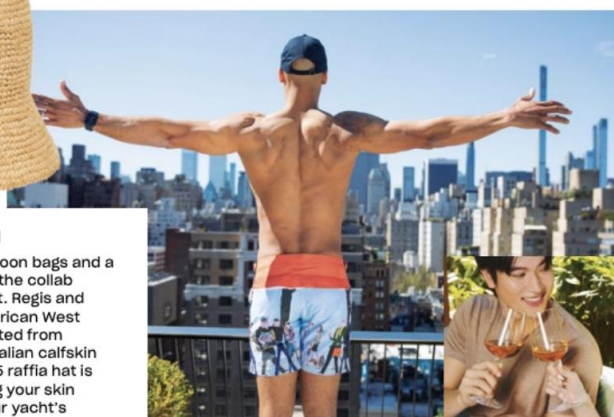
## 1. St. Regis x Staud

Bucket hats, totes, moon bags and a Tommy bag make up the collab collection between St. Regis and Staud, with their American West Coast aesthetic. Crafted from materials including Italian calfskin and raffia, the US\$195 raffia hat is perfect for protecting your skin whilst relaxing on your yacht's sundeck.

## 2. The Mark x Orlebar Brown

The Mark in Manhattan's Upper East Side is a design icon and magnet in equal measure, especially during NY Fashion Week. Mere mortals however can pick up their US\$345 swim shorts, in conjunction with British poolside pioneer Orlebar Brown, featuring iconic characters that have graced the hotel. Other options include a crewneck with "Take me to The Mark" leaving no room for doubt where you stayed.

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## 3. Four Seasons Resorts Thailand x Jim Thompson

No merch is hotter in 2025 than a scarf revealing that you've just kicked back in the villas at Four Seasons Resort Koh Samui—official home of the third series of *The White Lotus*, natch. In partnership with Thai lifestyle brand Jim Thompson, vivid designs feature Koh Samui's famously lush tropical flora—but, sadly, not those ever-present monkeys.

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ONCE YOUR TAN has faded and IG stories have expired, nothing lets you brag more about your insanely envy-inducing vacay than strutting it in exclusive #resortcore or casually leaving luxury-branded merch on display at home.

There was a time when merch was all a little bit... bridge and tunnel. Too obvious, too try-hard. But the rise of seriously sexy collabs with some of the planet's most sought-after designers and tie-ins with A-List fashion and beauty brands have seen destination-driven swag become an unstoppable phenomenon. In fact, just as we went to press, Vilebrequin for St. Regis debuted—a collection of bespoke designs by the French swimwear icon.

Some branding is subtle, with in-the-know nods that only fellow guests would appreciate whilst you sashay through Wonderfruit or Coachella. Others scream *I've been there!* in shamelessly large, tongue-in-cheek font. Whichever way you #travelflex, these latest collabs may have you booking trips just to get your paws on seriously exclusive souvenirs.

FROM LEFT: COURTESY OF ST. REGIS; COURTESY OF THE MARK; COURTESY OF JIM THOMPSON  
OPPOSITE CLOCKWISE FROM TOP: COURTESY OF HOTEL INDIGO BALI; COURTESY OF TRUE TRIBE; COURTESY OF THE BOWERY HOTEL; COURTESY OF ONE&ONLY LE SAINT GERAN; COURTESY OF THE STANDARD