

LIFESTYLE

The Coolest Hotel Merch Collaborations of the Moment

Hotels have been extending their footprint with smart retail collaborations – here's the ones worth knowing.



The collection celebrates the Raffles' "The Butler Did It" visual-campaign © Raffles Hotels & Resorts

Vacation mementos are nothing new – many hotels have long offered more than a standard souvenir for staying guests, whether through lightly curated gift shops or items quietly placed in top suites. But over the past few years, hotel merch, now dubbed 'resortcore', has evolved into something far more influential.

Today, the most forward-thinking hotels are building fully formed retail identities through limited-edition capsules, playful collaborations, and designer drops that feel closer to fashion launches than lobby keepsakes. The strongest resortcore pieces don't rely on oversized logos; they operate as insider shorthand, a specific shade or stitched motif that only those who've stayed would recognize.

For hotels, the logic is simple: brand visibility that travels well beyond checkout. For guests, the pull is more personal. In an era shaped by curated identity, investing in hotel merchandise, particularly the harder-to-get pieces, becomes a subtle signal of taste and access. Hamptons tan lines fade; the Roundswamp T-shirt, ideally, does not.

Last year marked a clear inflection point, with a surge in high-profile fashion and lifestyle partnerships. In 2026, we don't expect the appetite to cool. Dr. Carolyn Mair, chartered psychologist and author of *The Psychology of Fashion*, credits the human drive for meaning, escapism, and aesthetic belonging for the continued popularity of limited resortcore collections.

"Going forward, collaborations are likely to lean more into local culture, reflecting consumers' growing emphasis on authenticity and ethical alignment," predicts Dr. Mair. "With the wellness industry showing no signs of slowing, we can also expect deeper integration into spa, sleep science, and sensory design."

With so many hotel merchandise collaborations landing each season – some not worth the purchase – we've edited the most playful and exclusive pieces that you'll actually want to use, from destination-exclusive handbags to designer perfume for dogs.

Hotel merch collaborations of note

Fefé, The Mark Hotel x Dolce & Gabbana



Sometimes the best way to stand out is to lean into the extravagant — and slightly humorous. The Mark's collaboration with Dolce & Gabbana does exactly that with Fefé, the fashion house's first alcohol-free fragrance for dogs.

Created by perfumer Emilie Coppermann, the scent features delicate notes of ylang-ylang, carefully balanced with canine sensitivities in mind. The limited-edition bottle is available at the Upper East Side hotel and via its online Le Shop.