

THE MARK

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YOUR GOLDEN TAN may fade and your IG reel fall off the feed, but the right piece of resort merch? That lives forever, whether in your closet or casually placed, just so, on your coffee table.

Collabs are now their own style niche as the planet's most sought-after resorts continue to link up with cult designers, A-list fashion houses and jewellery icons.

What has emerged is a new category of luxury, where wearable, liveable souvenirs signal membership in a very particular—and very exclusive—kind of global tribe. Some people even admit to hitting up a destination as much for the merch as the stay.

These coveted pieces range from deliciously subtle—an insiders-only reference that teleports you effortlessly from poolside to Coachella or Wonderfruit—up to full maximalist, with oversized branding that knows exactly what it's doing.

Hailing from Thailand, Japan, Paris, Palm Beach and beyond, here are 18 seriously sexy drops worth scouring the Earth for.

THE COOLEST COLLABS

A roundup of the latest in must-have hotel merch.

By Chris Dwyer



Clockwise from above: The Standard x Crash Baggage; The Colony x Agua by Agua Bendita; Patina Osaka x Verdy kids' gear. Top: A tuk-tuk launching The Standard luggage in Bangkok.

1. THE STANDARD X CRASH BAGGAGE

Italian luggage pioneer Crash Baggage does things differently—see: their signature pre-dented shell. They launched their first exclusive suitcase collab, a Standard-red edition of their Icon luggage at The Standard, Bangkok Mahanakhon. Now it's also available at other properties including Singapore and Hua Hin, and artist and nightlife legend Connie Girl has even designed an exclusive sticker set spelling out "Standard" to underline the tie-up. crashbaggage.com; Icon cabin bag €299.

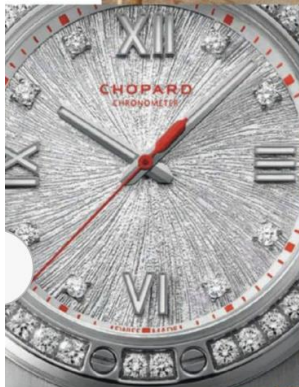
2. THE COLONY X AGUA BY AGUA BENDITA

Resort hotels don't get much hotter than The Colony in Palm Beach, and their limited-edition bathers and resort collection with luxury Colombian swimwear brand Agua by Agua Bendita reimagines the hotel's iconic de Gournay mural into instant classics. Whimsical is the word, as alligators, panthers wearing diamond collars, flamingos and the hotel's beloved monkey mascot, Johnnie Brown, are brought to life through one-piece swimsuits, bikini tops and mini dresses. aguabyaguabendita.com; from US\$310 to \$850.

3. PATINA OSAKA X VERDY

Capella Group's first hotel in Japan, Patina Osaka, has partnered with cult local streetwear brand Verdy for a limited-edition collection featuring his signature illustrations on shirts and sweats, a workwear jacket, kids' gear—and yes, more stickers, letting you personalise the brand your own way. In keeping with the hotel's commitment to sustainability, these fun creations are constructed of environmentally conscious materials. patinahotels.com; kid's t-shirt ¥650, hoodie ¥17,600.

CLOCKWISE FROM TOP: COURTESY OF THE STANDARD; COURTESY OF THE COLONY; COURTESY OF PATINA; COURTESY OF THE STANDARD



Clockwise from top:
The Calile x Venroy
Robe; The Ritz-
Carlton x Late
Checkout; &Beyond
x Ardmore; The
Mark x Dolce &
Gabbana
Fefé; Eden Rock St
Barths x Chopard.



gorgeous signature celadon green, as well as pajamas and caps are just some of the threads on offer. bangkok.mandarinorientalshop.com; pajama shirt Bt9,900.

9. THE CALILE X VENROY ROBE

You know we love a bathrobe more than most—see @bathrobemafia for proof—so the silky-soft linen number by Venroy at The Calile in Brisbane, has us swooning. There's more though, as it pairs with a sleep mask and the choice of a silk pillowcase to ensure the sweetest of dreams from Sydney-based design duo Theo Smallbone and Sean Venturi. museumofsmallthings.com.au; robes A\$190.

10. EDEN ROCK ST BARTHS X CHOPARD ALPINE EAGLE

If there's a bigger statement of brand loyalty than a limited-edition Chopard watch, we're yet to find it. Eden Rock St Barths in the Caribbean has paired with the luxury Swiss watchmaker to produce just 25 timepieces in either ethically sourced 18-carat rose gold or Lucent Steel. Available exclusively at the hotel, they feature a crystal case back engraved "Eden Rock St Barths." Very swish. boutique.oetkerhotels.com; POA.

11. THE RITZ-CARLTON X LATE CHECKOUT

Madrid-based retro-luxe label Late Checkout already resonates with well-heeled global travellers thanks to their apparel, accessories, and apt name. Now their tie-up with The Ritz-Carlton sees the luxury hotelier's iconic lion-and-crown motif adorn pieces including velvet bomber jackets, sweatsuits, and a bamboo-handled umbrella. Whether in Hong Kong, Bangkok, Fukuoka or around the world, strolling in the rain will never look so glam. shop.marriott.com; umbrella US\$260, rugby polo US\$390.

12. THE MARK X DOLCE & GABBANA FEFÉ

Upper East Side grande dame The Mark is beloved by the global design crowd. Who else ensures that guests' pooches are perfectly perfumed in conjunction with none other than Dolce & Gabbana? Fefé is their limited-edition fragrance for dogs. If you buy it via their online shop, you must route your shipment through an address in the U.S. or Canada. Better yet, bring your lucky pup Stateside to pick some up in paw-son. leshop.themarkhotel.com; US\$110.

13. &BEYOND X ARDMORE

Luxury adventure specialist &Beyond and ceramic and textile studio Ardmore are two creative South African brands, so a collectible collaboration feels a natural fit. The Phinda Pride Collection of silks and ceramics is inspired by the

CLOCKWISE FROM TOP: COURTESY OF THE CALILE; COURTESY OF THE RITZ-CARLTON; COURTESY OF ANDREYON; COURTESY OF THE MARK