# Christian Louboutin Joins Experimental Group as Shareholder



The intersection of fashion and travel has become increasingly pronounced, with some of the world's most renowned designers taking their creative expertise to new heights in the hospitality industry. Christian Louboutin’s investment in the Experimental Group, a leading name in eccentrically chic hotels, restaurants, and bars across London, Paris, Venice, Ibiza, Biarritz, Menorca and the Cotswolds, comes after the opening of his first hotel, Vermelho in Portugal.

This charming boutique property reflects Louboutin's signature aesthetic: opulent, rich in colors, and meticulously detailed. Every aspect of Vermelho—from its architecture to its bespoke interior design—embodies Louboutin’s vision of luxury and sophistication. Located in the picturesque village of Melides, this destination combines traditional Portuguese charm with high fashion, offering guests an immersive experience that transcends typical accommodations.

Christian Lacroix, known for his exuberant and opulent designs, has also ventured into the hospitality industry. He has lent his unique aesthetic sensibilities to various hotel interior designs. One of his most notable projects is the Hotel du Petit Moulin in Paris, an eclectic boutique hotel that imbibes Lacroix's signature blend of bold colors, patterns, and historical references. His designs deliver a unique combination of high fashion and interior luxury, creating immersive experiences that reflect his illustrious career in couture.

Similarly, the house of Versace has made a considerable impact on the hospitality sector. The Palazzo Versace brand, with locations in Australia and Dubai, epitomizes luxury living. These hotels feature signature Versace interiors that provide guests with an immersive experience in fashion opulence. Marble floors, intricate mosaics, and custom-designed furnishings elevate the already sumptuous atmosphere, making these destinations popular among fashion aficionados.

Giorgio Armani has also translated his minimalist elegance into the world of hoteliering. The Armani Hotels in Dubai and Milan exemplify his clean, sophisticated style. Located within the Burj Khalifa and overlooking Dubai’s iconic skyline, the Armani Hotel Dubai offers an unparalleled blend of luxury and simplicity. Armani's meticulous attention to detail in design and service ensures that guests experience the ultimate in stylish comfort.

Diane von Furstenberg, famed for her iconic wrap dresses, has undertaken collaborations in the world of travel as well. Von Furstenberg has worked on the redesign of interiors for Claridge's Hotel in London, infusing the storied establishment with her bold patterns and vibrant color schemes. Her approach reflects an ability to seamlessly blend tradition with modernity, an ethos visible both in her fashion designs and her contributions to the hotel industry.

The late Karl Lagerfeld extended his legendary design prowess to hospitality with projects ranging from luxury hotels to premium apartments. Lagerfeld's collaborations have included creating custom designs for the prestigious Hôtel de Crillon in Paris.