

30 JANUARY 2019

PRESS RELEASE

ELEGANT RESORTS REBRAND FOR 2019

After reaching the 30-year milestone, Elegant Resorts has unveiled a fresh new brand identity to take them into 2019 and beyond. Working with a collection of brand consultants during last year, they took the opportunity to do an in-depth analysis of their existing clients, the entire database and current positioning within the luxury market. By combining this with stakeholder research, exploring their heritage and internal expertise, and insight into new emerging audiences, they rolled out an entire new identity with a fresh new logo.

For 2019 the company now has a much clearer understanding of their target demographic, as well as how they will market via various channels. As a result, they will be supporting agents through the launch of three brand new brochures; Beach + Beyond, Family Adventures and Luxury by Design. Key marketing assets will also be white labelled, allowing agents to further leverage the Elegant Resorts brand to their clients. The Latest Luxury Worldwide Offers brochure is the most up-to-date tool available and includes exclusive 'Elegant Promise' offers. This is accessible digitally for agents to send on to their client base. If you haven't received a link, please contact Elegant Resorts. The company has also put in place a dedicated agency team, who can be contacted on 01244 897 666, which shows their commitment to valued agent partners.

Lisa Fitzell, Managing Director of Elegant Resorts explains "What began as an update of our visual style and positioning soon progressed to a full brand refresh, which incorporated our core company logo. We really wanted to reflect the luxury and class of the 'Elegant Resorts' service in a way which translated across all of our marketing assets, whilst keeping a classic feel to reflect the heritage of the brand and the trust that has been built up over the years. By fusing classic and contemporary; regal and relaxed, we feel that we have developed a brand and vision which we are proud to use as a platform for the future."

The new branding has launched in January 2019 and is now live across all platforms including the website elegantresorts.co.uk

For further information please contact Lucy Evans in our Press Office via email to lucy.evans@elegantresorts.co.uk or telephone 01244 897 154.