



THE ST. REGIS POSITIONING

St. Regis exists beyond expectation. For modern connoisseurs who desire the finest expressions of service, each moment reflects our signature of discreet, bespoke experiences. Our legacy of innovation informs everything we do.

Our vision captures the distinctive personality of each location. Past and future, rare and refined, there is no address like St. Regis.

ST. REGIS VALUES

UNCOMPROMISING ♦ BESPOKE ♦ SEDUCTIVE ♦ ADDRESS

UNCOMPROMISING

St. Regis is uncompromising in its pursuit to create the best experiences – no detail is overlooked and no length is too extraordinary to ensure that a flawless experience is delivered at every turn. The St. Regis guests expect the very best and entrust St. Regis to deliver no less.

BESPOKE

The highest expression of personalization often associated with the finest craftsmanship – whether it be a custom tailored suit, monogrammed stationery, or the interior of a luxury yacht designed and executed to your personal specification. Likewise, every stay at St. Regis is effectively commissioned to be a memorable experience, crafted to meet your highest standards and refined to express the subtlety of your unique tastes.

SEDUCTIVE

Creating a world for our guests that they never want to leave. St. Regis draws you in with beautiful settings, discreet recognition, rich textures, thoughtful lighting and the subtle bouquet of fresh flowers. This is a world unlike any other, yet familiar in a captivating way, where the guest is seduced by an unfolding series of delightful moments.

ADDRESS

The driver immediately knows the address—the ultimate locations within the world’s most desired destinations, important emerging markets and yet to be discovered paradises. You have arrived and you are home, wrapped in exquisite surroundings. Home to an acclaimed restaurant with a celebrity chef, original art adorning the walls, the original Bloody Mary, and signature butler service addressing your every need – a setting for the magical moments that become an enduring part of your life.

THE ST. REGIS GUEST

The St. Regis customer exists at the intersection of traditional and contemporary luxury; they are industry leaders with an entrepreneurial spirit. They are contemporary epicureans, dedicated to sensual pleasure, and enjoy the true “art of living”.

BEYOND EXPECTATION – THE ST. REGIS SERVICE STANDARD

St. Regis Standard of Service is a culture motivated by the belief in fulfilling each request in an authentic and meaningful way. It informs, empowers, and engages each member of the St. Regis staff to provide the most thoughtful solutions – going beyond to achieve the standard of service that defines us. Our standard is as important in its people as in its philosophy. Inspiring us to always cultivate our talent through a positive approach that is both our legacy and our touchstone. Our standard is beyond expectation.

ST REGIS



ST. REGIS IS:

One-of-a-kind	Curated	Refined
Timeless	Elegant	Wordly
Discreet	Legendary	Romantic
Relevant	Personalized	

ST. REGIS IS NOT:

Mass	Contrived	Intimidating
Of-the-moment	Eclectic	Dated
Conspicuous	Pretentious	Commercial
Loud	Uptight	

TONE OF VOICE – ORNAMENT IS MEANING

When Colonel Astor founded the St. Regis in 1904 he sought to go beyond the superficial and ornamental to create an experience that was deeply meaningful on all levels.

In much the same way, the St. Regis voice seeks to transcend the ornamental and to communicate the promise of the brand in a manner that is elegant and refined, but also sincere, expressive and concise.

The St. Regis Tone is worldly, discreet and refined. It eschews slang, colloquialisms and casual language and instead adopts a more formal voice that is polite and correct. While never crossing the boundaries of familiarity, the St. Regis tone is never officious or distant. It does not intimidate or alienate. It must be warm and inclusive. It should be sophisticated, but never stuffy.

St. Regis speaks in a voice that is expressive yet concise. The brand speaks to its guests and partners in a manner that is articulate, eloquent and sincere. Highly descriptive words and phrases are ideal. The voice of St. Regis should never be flowery, ornamental or over embellished. Resist the temptation to use two or more adjectives or adverbs, when one well chosen word will suffice. Avoid making sentences too long or too elaborate.

As with all things St. Regis, ornament must have meaning.

ST. REGIS WORDS:

Seductive	Touch	Intimate	Passionate	Tactile	Engaging	Seduce / Seductive
Journey	Meaningful	Allure	Mystique	Beyond	Impression	Captivating
Society	Exclusive	Eloquent	Grace	Compelling	Flawless	Inviting
Rare	Refined	Gestures	Tailored	Inner Circle	Connoisseur	Custom Elegant / Elegance
Bespoke	Hand written	Hand-selected	Hand-crafted	Craftsmanship	Trusted	Privilege / Privileged
Well-traveled	Well-read	Individual	Character	Originator	Discerning	Distinctive
Arbiter	Exceptional	Service	Respected	Intuitive	Discreet	Uncompromising
Bespoke	Select	Premier	Subtle	Preferred	Exacting	Extraordinary
Preeminent	Thoughtful	Signature	Address	Intelligent	Informed	Articulate
New York	Address	Mythic	Literature	Artistic	Worldly	Cultured / Culture
Family	Residence	Visionary	Experienced	Noteworthy	Enduring	Heritage
Legacy	Lineage	Timeless	Tradition	Celebrated	Destination	Contemporary
Indelible	Ambassador	Enthusiast	Inviting			



SAMPLE PHRASES INSPIRED BY ST. REGIS WORDS

The address is the experience.
St. Regis forever exists beyond expectation.
Beyond expectation is our legacy and our touchstone.
Living. Uncompromised.
Tradition is the legacy.
Life. Extraordinary.
We are defined by our ability to discern the subtleties of the experience.
St. Regis is about the journey, each moment as it unfolds – for those who create it and for those who experience it.
Artistic in every detail.
There is no address like St. Regis.
To be graciously greeting by name. To feel the experience of a life time. To be St. Regis.
Grace has a language of its own.
Captivating by nature.
Inviting tradition. Compelling vision.
Individual character. Mythic address.
This is the signature of St. Regis
Beyond intuition is experience.
Beyond four walls is a lifetime.
Beyond the craft is meaning.
Tradition defies convention.
More than a century in the making.

tone and voice to avoid

The focus should always be on the experience, never on the rate. If rates are mentioned at all, they should be mentioned discreetly. They should never be called out or highlighted.

Avoid addressing the guest directly, especially in an informal direct manner. Avoid phrase such as “you will love our elegant décor” or “We are looking forward to welcoming you”

Avoid using hospitality industry speak such as “food and beverage” and never use the word “property” when referring to a hotel or resort. Avoid using the word “luxury” in text. This word is extremely overused. Other overused words to be avoided or used with extreme discretion:

Innovative	Luxurious	Ultimate	Global	Comfortable	Fascinating	Unique	Stylish
Sophisticated	Experience	Dazzling	Stupendous	Unbelievable			



BELOW ARE EXAMPLES OF TONE AND VOICE TO AVOID

“Our 49-room hotel provides service with an “Aloha” touch. Set in an exclusive, romantic location at the foot of Diamond Head and Kapiolani Park, you’re only a few minutes away from all the excitement of Waikiki, Honolulu, and Oahu. Take a Dip or Soak in the scene. And soak up the rays. It’s all here and it’s all around you. So escape, experience, and enjoy. Pakele. ‘Ike. Walea.”

“You’ll love the warm décor and cool breezes in each of our 216 guest rooms, including executive suites with private whirlpools. Located in the heart of Miami Beach, we are just five minutes from the famous South Beach art deco district and only 11 miles from Miami International Airport. You’ll find that we’re in the perfect location for you to explore all of the area’s hottest attractions.”

EXAMPLES OF ST. REGIS LANGUAGE



A CHERISHED LANDMARK’S SECOND TERM

St. Regis is proud to announce the debut of The St. Regis Washington, D.C., redefining elegance after a landmark restoration.



In the late 1930s, Fernand Petiot, bartender at the legendary King Cole bar of The St. Regis New York, began perfecting an innovative vodka and tomato juice cocktail. By adding salt, pepper, lemon and Worcestershire sauce he created the iconic drink, so beloved today. Today, each St. Regis hotel and resort proudly serves its own variation of the classic Bloody Mary cocktail.



EPICUREAN INVITATION

Receive a beautiful, leather bound St. Regis wine journal and a copy of Food and Wine Magazine’s definitive 2008 Wine Guide when you stay at any St. Regis Hotel or Resort before June 30th, 2008 and settle your charges with any American Express® Card. While in residence Cardmembers will also enjoy our signature Bloody Mary Breakfast for two each morning.

For reservations please call 877-ST-REGIS, visit stregis.com/invitation or contact your travel professional. Please be sure to mention the Epicurean Invitation or promotion code FWS when making your reservation.



SAN FRANCISCO’S BEST ADDRESS

Elegance extends a gracious invitation in a city of allure and refinement. Each guest room and suite offers an eloquent expression of comfort in an atmosphere that blends sleek décor and artistic tradition. The celebrated The St. Regis Butler Service stands ready to attend to every need with discreet precision. The St. Regis San Francisco, heir to an enduring legacy of uncompromising luxury. For reservations, please contact your Virtuoso Travel Specialist.





BLOODY SMOKE

The Lanesborough

History, tradition and a shot of Ardbeg 10-year-Scotch whiskey add stature to this blend garnished with Greek olives and a celery stalk.

THE CAPITOL MARY

The St. Regis Washington, D.C.

Fresh shrimp and oyster crackers accompany this traditional Bloody Mary, flavored with Old Bay seasoning and clam juice.

THE MARILYN MONROE

The St. Regis New York

With spicy yellow tomato juice and a dash of sweet balsamic vinegar, “Some Like It Hot” – as it is affectionately known – is a fitting tribute to one of our most iconic guests.



The beloved King Cole mural is the work of renowned American muralist, Maxfield Parrish. The large mural was originally commissioned by Colonel John Jacob Astor for the bar of the St. Regis’ sister hotel, Knickerbocker, located on Times Square. Legend has it that the martini was invented at the Knickerbocker under the watchful of King Cole. In 1932, following the closing of the Knickerbocker, the King Cole mural was moved to the St. Regis New York installed at its current home in the bar of same name. The puckish mural has become beloved fixture of the St. Regis and reputedly contains a secret that King Cole bartenders must be coaxed to reveal.



THE ADDRESS IS THE EXPERIENCE

Between four walls lives a hundred year legacy of bespoke service and seductive experience. A legacy of dedication and innovation, committed to delivering beyond expectation. All at the only address that is St. Regis.

For reservations and more information, please contact your Signature Travel Specialist.



EPICURE

Enjoy a rare epicurean experience with St. Regis. Be our guest for an evening of culinary delights, crowned by a memorable five course dinner. While in residence, our guests will enjoy our signature twenty-four hour St. Regis Butler Service and:

Dinner for two at Adour, include wine pairings for each course

A pair of engraved Riedel wine tumblers

A half bottle of Grgich Hills Reserve Cabernet Sauvignon or Chardonnay





ART AND SOCIETY

Experience San Francisco from the city's best address and enjoy privileged access to SFMOMA's landmark Richard Serra retrospective. While in residence, our guests will enjoy our signature twenty-four hour St. Regis Butler Service and:

LUNCH FOR TWO AT CERO

Complimentary admission for two at SFMOMA and reserved entry to the Richard Serra retrospective
A private tour of St. Regis San Francisco's own exceptional art collection



AFFAIR TO REMEMBER

Make every celebration truly memorable with St. Regis. Whatever the milestone, St. Regis will provide the gracious touch and discreet gestures that ensure indelible memories. While in residence, our guests will enjoy:

A bottle of Krug Grand Cuvee champagne
A hand-crafted welcome creation from our pastry chef
A personalized memento of your stay