



Bathrobes, Slippers & Towels



The Guide

Hotel-Branded Custom Bathrobes and Slippers Brand Guideline

1. Brand Identity

The custom bathrobes and slippers should embody the luxury, comfort and unique identity of your hotel. They should align with the hotel's overall aesthetic and enhance the guest experience.

1.1 Brand Values

- **Luxury:** The bathrobes and slippers should provide a plush, high-quality feel that exudes luxury and comfort.
- **Comfort:** Focus on materials and designs that offer maximum comfort, ensuring guests feel pampered during their stay.
- **Sustainability:** Emphasize eco-friendly materials and ethical production processes, reflecting the hotel's commitment to sustainability.
- **Consistency:** Ensure that the bathrobes and slippers complement the hotel's branding, from color schemes to logos, offering a cohesive guest experience.

2. Product Specifications

The design and materials for bathrobes and slippers should reflect the hotel's commitment to luxury, comfort and durability.

2.1 Bathrobe Specifications

- **Material:** Choose high-quality materials such as 100% cotton, Egyptian cotton or bamboo fibers for softness, absorbency, and durability.
- **Weight:** Opt for a medium to heavy weight (400-600 GSM) to ensure the bathrobe feels substantial and luxurious.
- **Design:** Offer classic designs, such as shawl collar or kimono-style bathrobes. Consider adding a tailored fit or adjustable belt for enhanced comfort.
- **Color Options:** Select neutral or soft hues that align with the hotel's brand palette, such as white, beige, or pastel shades.
- **Customization:** Embroider the hotel's logo on the chest or sleeve in a subtle yet elegant manner, using high-quality threads that match the bathrobe's color scheme.

2.2 Slipper Specifications

- **Material:** Use soft, durable materials like cotton, terry cloth, or microfiber for the slipper upper. Consider memory foam insoles for added comfort.
- **Design:** Offer both open-toe and closed-toe designs to cater to guest preferences. Ensure the slippers have a non-slip sole for safety.
- **Size Range:** Provide a range of sizes to accommodate different guests, including both standard and larger sizes.
- **Color Options:** Coordinate slipper colors with the bathrobes, using neutral or brand-specific shades.
- **Customization:** Embroider or print the hotel's logo on the slipper, ensuring it is visible but tastefully integrated into the design.

3. Packaging and Presentation

The way bathrobes and slippers are presented in guest rooms should reinforce the brand's luxury and attention to detail.

3.1 Packaging

- **Bathrobe Packaging:** Present bathrobes folded neatly in custom-made boxes or wrapped with branded ribbons. Consider using eco-friendly materials for the packaging.
- **Slipper Packaging:** Offer slippers in branded dust bags or recyclable boxes, ensuring they are protected and presented attractively.
- **Personalization:** For VIP guests or special occasions, consider offering personalized bathrobes and slippers with monogrammed initials or a custom message.

3.2 In-Room Presentation

- **Bathroom Display:** Place bathrobes on custom hangers, perhaps with a branded tag, in the bathroom or dressing area. Slippers can be placed neatly beside the bed or in the closet.
- **Towel and Linen Coordination:** Coordinate the bathrobes and slippers with the room's towels and linens to create a cohesive and luxurious look.
- **Turn-Down Service:** Consider offering slippers as part of the evening turn-down service, placing them on a branded mat beside the bed.

4. Sustainability and Ethical Standards

Ensure that the production and materials used for the bathrobes and slippers align with the hotel's commitment to sustainability and ethical practices.

4.1 Material Sourcing

- **Eco-Friendly Materials:** Use organic or sustainably sourced cotton, bamboo, or recycled materials for bathrobes and slippers.
- **Ethical Production:** Partner with suppliers who follow fair trade practices, ensuring workers are treated fairly and paid a living wage.
- **Certifications:** Look for certifications like GOTS (Global Organic Textile Standard) or OEKO-TEX to guarantee the safety and sustainability of the materials used.

4.2 Waste Reduction

- **Recycling Programs:** Implement a program to recycle or repurpose old bathrobes and slippers, reducing waste and supporting the hotel's environmental goals.
- **Minimal Packaging:** Use minimal packaging, focusing on recyclable or biodegradable materials, to reduce the environmental footprint.

5. Marketing and Communication

Effectively communicate the value and quality of the branded bathrobes and slippers to guests, enhancing their overall experience.

5.1 In-Room Communication

- **Information Cards:** Place elegantly designed cards in the room explaining the quality, materials, and care instructions for the bathrobes and slippers.
- **Digital Communication:** Include information about the bathrobes and slippers on the hotel's in-room digital systems, such as tablets or TVs.

5.2 Brand Storytelling

- **Narrative:** Share the story behind the creation of the custom bathrobes and slippers, highlighting the luxury, craftsmanship, and sustainability.
- **Partnerships:** If collaborating with a well-known brand or designer, emphasize this partnership to add value and exclusivity to the products.

5.3 Retail Opportunities

- **Gift Shop Sales:** Offer the bathrobes and slippers in the hotel's gift shop, packaged attractively for guests to purchase as a memento of their stay.
- **Online Sales:** Make the custom bathrobes and slippers available for purchase on the hotel's website, allowing guests to enjoy the products at home.

This brand guideline ensures that the hotel-branded custom bathrobes and slippers reflect the luxury, comfort and sophistication of your hotel, providing guests with a memorable and indulgent experience.