

# news release

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## MANDARIN ORIENTAL, BODRUM IS DELIGHTED TO WELCOME LOUIS VUITTON THIS SUMMER



**Hong Kong, 4 July 2023** – [Mandarin Oriental, Bodrum](#) occupies one of the most special locations on the Turkish Riviera. Matching its inimitable Mediterranean style, the resort welcomes Louis Vuitton for the 2023 summer season with the opening of a pop-up store and redesign of the resort's iconic [Blue Beach Club & Bar](#), as well as the launch of a new guide to Bodrum in its *Summer Resorts Louis Vuitton City Guide* series.

### **LV By The Pool**

This pop-up store – Louis Vuitton's second in Bodrum – and beach project has been inspired by the Maison's new By The Pool collection and will be available for guests to visit throughout the summer season.

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The interior redesign incorporates natural materials, with light and fresh tones of the collection's colour palette referencing both the local architecture and the elegance of unhurried days. The patterns created for the collection are inspired by tiles used on the white wooden parquet floor at the entrance of the store.

Special areas are reserved for men's and women's ready-to-wear clothing as well as footwear, bags, accessories, sunglasses and perfumes for – all featuring Louis Vuitton's signature detailing and LV By The Pool designs.

After browsing the beautifully crafted collection, guests can relax on sun loungers outside the store while sipping a refreshing drink. With indoor and outdoor seating areas, this exceptional venue offers clear vistas of the blue waters of Bodrum's bay, so guests may enjoy sparkling views during the day and magnificent sunsets in the evening.

### **Louis Vuitton's new guide to Bodrum**

The *Summer Resorts Louis Vuitton City Guide* series, considered indispensable companions for discerning travellers, consists of print and digital editions covering 30 different destinations. And this summer [Mandarin Oriental, Bodrum](#) is delighted to announce that the launch of the new *City Guide Bodrum*, to be included in the series, will be launched at Louis Vuitton's pop-up store at the resort.

Louis Vuitton has been applying its signature "spirit of travel" to its *City Guide* series for more than 20 years, adding different cities each year and providing new and personal perspectives on various destinations around the world. Featuring freelance writers and guests from a wide variety of backgrounds, each guide presents current trends and offers a range of viewpoints, from grand luxury hotels to charming boutique hotels, from world-class restaurants to local bistros, and from antiques emporiums to small boutiques. In addition to iconic and must-see spots, the selection includes lesser-known places for travellers to discover.

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### **About Mandarin Oriental, Bodrum**

Mandarin Oriental, Bodrum is located on a 60-hectare site by the sea north of the Bodrum Peninsula at Cennet Bay, with panoramic views of the Aegean Sea. The resort, built on different levels on a lush green hillside surrounded by 100-year-old olive and pine trees, has the most spacious accommodation in the region. There are 128 luxurious rooms, suites, villas and apartments all with a terrace or balcony; many also enjoy a private garden and infinity pool, and some are fully equipped with a private kitchen.

### **About Mandarin Oriental Hotel Group**

Mandarin Oriental Hotel Group is the award-winning owner and operator of some of the world's most luxurious hotels, resorts and residences. Having grown from its Asian roots into a global brand, the Group now operates 36 hotels and nine residences in 24 countries and territories, with each property reflecting the Group's oriental heritage, local culture and unique design. Mandarin Oriental has a strong pipeline of hotels and residences under development, and is a member of the Jardine Matheson Group.

Further information is available on our Social Media channels and website: [www.mandarinoriental.com](http://www.mandarinoriental.com), including [Media Centre](#). Alternatively, please contact:

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