

OETKER COLLECTION PARTNERS WITH NEW YORK BASED BRAND LA LIGNE ON EXCLUSIVE PAJAMAS



November 2023 - Oetker Collection, the hospitality brand behind Masterpiece Hotels including Le Bristol Paris, Hotel du Cap-Eden-Roc, L'Apogée Courchevel, Eden Rock - St Barths and Jumby Bay, amongst others, and New York based womenswear brand, La Ligne are delighted to announce a partnership for the hotel company's first ever pajamas.

The ultimate sleepwear, the pajamas depict icons of each of the 12 properties in Oetker Collection through emblems representative of each location; from a fine bone China teapot for The Lanesborough in London to a vintage Volkswagen, the signature ride at Brenners Park-Hotel & Spa in Baden-Baden, to lemons to reflect brand's latest edition at Hotel La Palma in Capri.

Founded in 2016, La Ligne is a New York based womenswear brand anchored by one iconic graphic: the stripe. The brand's confident vision is a product of its stripe-obsessed co-founders - Meredith Melling, Valerie Macaulay, and Molly Howard - with more than forty years of experience in the fashion industry between them. Drawing on their backgrounds at Vogue and rag & bone, the team came together to create a modern brand united in the belief that the best things in fashion (and life) are universal, timeless, and classic, but never off limits for reinvention. From summer dresses to a recently launched denim range, La Ligne has also made waves with sleepwear - most notably during the 2022 Oscars with hosts Amy Schumer and Wanda Sykes closing out the ceremony donning La Ligne.

“Partnering with Oetker Collection has been an honor. From inception, La Ligne has been inspired by so many iconic moments captured at their various establishments. This collaboration is the perfect marriage between one of La Ligne's most recognizable items, the Bonne Nuit Pajamas, and Oetker's dreamy locations, resulting in the ultimate escapism, blending comfort and sophistication in perfect harmony,” said Molly Howard, CEO of La Ligne.

“La Ligne is such a fun and chic brand and they make fabulous sleepwear so they were our first choice for creating our first pair of pajamas. We hope our guests will be eager to snap up a pair to take on their next trip to one of our hotels,” adds Simon Neggels, SVP Sales, Marketing & Communications, Oetker Collection.

The limited-edition Oetker Collection x La Ligne pajamas will retail for \$250 USD and launch November 2023 across Oetker Collection of Masterpiece Hotels, as well as online at lalignenyc.com and in the brand's boutiques in New York, Palm Beach Florida, Dallas Texas, Greenwich Connecticut, Boston Massachusetts, and Marin California.

Link to Imagery [here](#)

For further information, please contact:

Oetker Collection PR - jenny.gorevan@oetkercollection.com

La Ligne PR - meghan@meghanwood.co

ABOUT LA LIGNE

Launched in 2016, La Ligne was founded on the universal appeal of the stripe as a timeless wardrobe staple. Designed to bring everyday essentials and statement pieces direct-to-consumer, La Ligne is redefining the value of luxury by offering high-quality products, service, and design, without the high prices. The brand's confident vision is a product of its stripe-obsessed co-founders—Meredith Melling, Valerie Macaulay, and Molly Howard, with more than thirty years of experience in the fashion business. The collection is sold at their boutiques on Madison Avenue in New York City, at Highland Park Village in Dallas Texas, at The Royal Poinciana in Palm Beach, in Greenwich, CT, in Boston, MA and at Marin Country Mart in Marin CA as well as on its ecommerce, lalignenyc.com, Matches, Net-a-Porter and Nordstrom.

ABOUT OETKER COLLECTION

Oetker Collection is an exceptional portfolio of Masterpiece Hotels and villas in Europe, the UK, Brazil and the Caribbean. Located in the world's most desirable destinations, each property is a landmark and an icon of elegance, blending legendary hospitality with genuine family spirit that is unique to Oetker Collection. Carrying on a refined legacy in hosting that originated in 1872, the Collection's mission is to preserve and extend its unparalleled standards through acquisition and management of one-of-a-kind properties. The current portfolio includes Le Bristol Paris, Brenners Park-Hotel & Spa in Baden-Baden, Hôtel du Cap-Eden-Roc in Antibes, Château Saint-Martin & Spa in Vence, The Lanesborough in London, L'Apogée Courchevel, Eden Rock - St Barths, Jumby Bay Island in Antigua, Palácio Tangará in São Paulo, The Woodward in Geneva, and Hotel La Palma in Capri. In late 2024, Oetker Collection will open its 12th property and first US hotel with The Vineta Hotel in Palm Beach.

OETKER COLLECTION

Masterpiece Hotels



L'APOGÉE
COURCHEVEL



CHATEAU SAINT-MARTIN & SPA
CÔTE D'AZUR - VENCE - FRENCH-RIEFEN



JUMBY BAY ISLAND
ANTIGUA - WEST INDIES



BRENNERS PARK-HOTEL & SPA
BADEN-BADEN



EDEN ROCK
ST BARTHS



THE LANESBOROUGH
LONDON



THE WOODWARD
GENEVA



HOTEL LA PALMA
CAPRI



LE BRISTOL
PARIS



THE VINETA HOTEL
PALM BEACH



HOTEL DU CAP-EDEN-ROC
CAP D'ANTIBES



PALÁCIO TANGARÁ
SÃO PAULO