

# OETKER COLLECTION

## Masterpiece Hotels

### OETKER COLLECTION PARTNERS WITH LUXURY STYLING GAME DREST IN A TRAVEL INDUSTRY FIRST IN THE METAVERSE



Oetker Collection, the hospitality group behind Masterpiece Hotels including Hotel du Cap-Eden-Roc, The Lanesborough and Eden Rock - St Barths, amongst others, and DREST, the world's first luxury fashion gaming app, are proud to announce a pioneering partnership.

DREST players take on the role of a stylist, putting high-fashion looks together for daily challenges using an unparalleled catalogue of current collections from over 250 of the world's top brands. Crucial to a player's success in each photoshoot is their choice of location, as they select a backdrop most likely to help their photo stand out and win votes from the community.

"I am thrilled to collaborate with Oetker Collection and together usher in a new era for travel experiences in the Metaverse. Oetker Collection's beautiful properties, in some of the world's most desirable locations, are truly iconic and synonymous with style and elegance, making them the perfect partner for this, DREST's latest gaming adventure," said Lucy Yeomans, Founder of DREST.

Following on from partnerships with luxury brands such as Gucci, Cartier, Prada, Valentino and NARS who collaborate with DREST to unlock the highly engaged gaming audience, this is the first time a luxury hospitality brand will enable meaningful brand storytelling and discovery via mobile gaming.

"We are delighted to partner with DREST on this exciting collaboration, marking our entry into the virtual world. It allows people to discover Oetker Collection hotels in a fun and immersive way and the interactive challenges truly bring the escapism and glamour of travel to life," shared Simon Neggens, SVP Sales, Marketing & Communications, Oetker Collection.

The exclusive partnership will be available for DREST's players to style with across all photoshoot challenges, commencing with a dedicated programme of content on July 4th.

To begin their virtual journey, players will be transported to Le Bristol Paris, the first hotel in France to receive Palace distinction, for a series of special photoshoots to coincide with Haute Couture Fashion Week. They will also have the opportunity to create a moodboard for their 'stay' at Le Bristol Paris, featuring scenes from inside the Parisian icon and special stickers such as Socrate, the beloved cat in residence.

Next stop on DREST's French Oetker Collection styling odyssey is the South of France and the legendary Hotel du Cap-Eden-Roc, where players can get creative by pairing the latest vacation fashion featuring the property's emblematic swimming pool as one of the backdrops.

A visit to nearby Vence is next as Château Saint-Martin & Spa, the exquisite summer hideaway offering dreamy panoramic view of the Riviera hinterland, is the third French destination of this first instalment of this roving luxury travel partnership.

The Lanesborough, the location of an intimate event to celebrate the partnership, will also feature in a challenge in the launch phase. Players will be invited to dress as if attending a lunch at the magnificent London landmark hotel's chic new restaurant, The Lanesborough Grill.

Exclusive challenges featuring Oetker Collection's remaining Masterpiece Hotels including, L'Apogée Courchevel, Brenners Park-Hotel & Spa in Baden-Baden, Eden Rock - St Barths, Jumby Bay Island in Antigua, Palácio Tangará in São Paulo, The Woodward in Geneva and Hotel La Palma in Capri, will follow throughout the year.

DREST is available to download from The App Store.

## **ABOUT DREST**

DREST is the world's first luxury RVR platform – where the real and virtual worlds intertwine and fashion meets fun. DREST is the leading fashion styling mobile game with creativity, user-generated content, shopping, entertainment and philanthropy at its core. Founded in 2019 by Lucy Yeomans, the award-winning former editor-in-chief of PORTER, NET-A-PORTER.COM and Harper's BAZAAR UK, DREST opens the gamification portal to the luxury fashion industry and provides individuals everywhere the opportunity to play in this exciting world.

Building on proprietary avatar technology, DREST combines gamification, advertising, e-commerce and data strategies, partnering with the most exciting brands and talent in the fashion and entertainment industries to offer an unparalleled in-game experience. DREST holds the elements of metaverse at its core, providing the platform for user-generated content through its styling challenges, evoking the very best of user play that inspires virtual creations to become real, and rendering the real in the virtual world.

Featuring and working with over 250 luxury brands including Gucci, Bottega Veneta, Prada, Off-White, Loewe, Valentino, Cartier, Burberry and Fendi, DREST's digital fashion assortment is provided by both Farfetch and brands directly, enabling users to easily discover and shop the latest collections.

In 2020 DREST introduced some of the most forward-thinking runway names as Supermodel avatars. As well as being digital fashion innovators, Natalia Vodianova, Precious Lee, Irina Shayk, Imaan Hammam and Candice Huffine are all advocates for vital charities and movements; as part of their partnership with DREST, the company has pledged to match 50% of the revenue earned in game by the Supermodels as charitable donations.

## **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, and The Woodward in Geneva and Hotel La Palma in Capri.

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