

# OETKER COLLECTION



## HiNOTE

### NOSTALGIC POSTCARDS, LOVE LETTERS & HOTEL CORRESPONDENCE MEETS MODERN MESSAGING

**PARIS**– Oetker Collection, the hospitality company behind Masterpiece Hotels including Hotel du Cap-Eden-Roc in Cap d’Antibes, The Lanesborough in London, Le Bristol Paris, Eden Rock - St Barths, Jumby Bay Island in Antigua, and L’Apogee Courchevel, amongst others, and HiNOTE, the app transforming mobile communication, are delighted to announce a stylish new partnership, launching February 2023.

With just a few simple taps, hotel guests can select a bespoke visual graphic of stationery representative of each property across Oetker Collection. They are able to then add customized text or upload a photo and use their personalized HiNOTE across all major messaging and social media platforms to communicate with either their vacationing partners or friends and loved ones back home. “Wish you were here” has never been so easy or stylish!

A morning greeting to your friends down the hall to organise the day's plans, an invitation to lunch in cabana 18 at Hotel du Cap, or a snapshot of their stay - guests can enjoy sharing as they go. Whether it’s a group shot next to the infamous frosé cart at Eden Rock - St Barths, or an inspired love note from the new garden at Le Bristol Paris come Spring, the HiNOTE and Oetker Collection collaboration allows visitors to curate messages in an unexpected yet playful way - delivering a small taste of each property’s unique personality.

“HiNOTE was created to elevate how we express ourselves digitally, from everyday greetings and invites to banter and stationery and photo sharing. It’s effectively luxury communication for the age of mobile living and you don’t get much more luxurious than Oetker Collection, with iconic hotels from Hotel du Cap-Eden-Roc to Eden Rock - St Barths. We are thrilled to help bring the properties’ unique DNA to life with messages for guests to further personalize and share - and potentially induce some FOMO along the way.” – Alexis Traina, CEO & Founder, HiNOTE

“At Oetker Collection, we always look at how we can enhance our guests’ experience and with this chic partnership with HiNOTE, we cannot wait to invite them to personalize their own ‘hotel stationery’ and send the ultimate postcards or love notes from their vacation. It’s interactive and fun and we look forward to guests getting creative with these amazing assets at their fingertips.” – Simon Neggers, SVP Sales, Marketing & Communications, Oetker Collection