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hospitality design

A tall, slender red vase containing dried, curled branches, set against a dark background with a doorway visible on the right.

the products issue

fresh faces,
faraway places,
and 121 fantastic finds

destination desire

Not everything in the hotel minibar is edible these days—or is it?



From left: A Hotel Gansevoort minibar with the Mile High Tease kit; In-Room Plus' Passion Kit full of condoms, games, and oral fixation mints.

Maybe George Michael put it best in the '80s: "Sex is natural, sex is good, not everybody does it, but everybody should." Back then of course sex was still somewhat taboo, but with songs about young women dabbling in lesbianism topping the charts, it's become apparent that not only is hetero-monogamous sex no longer a hush-hush topic, but that the bar for cultural shock value has been raised quite a bit. In the hospitality industry, what was once relegated to motels with hourly rates has become the focus of the next must-have amenity in luxury hotels. Whether it's offering sensual products in the minibar or seductive stay packages, hotels are expected to go beyond just providing the bed, and to help guests actually fulfill fantasies.

In the Box

The No.1 way hotels are satisfying guest requests are with simple intimacy kits. In the minibar at Hotel Victor in South Beach, Miami,

guests find a mini vibrator, lubricant, and condoms all cleverly packaged in a tasteful zipped up case by Mile High (a company that provides both intimacy kits as well as tech products for people's on-the-go lifestyle), while famed French company—Kiki de Montparnasse—provides similar intimacy offerings in the spa. "When people are away from their normal routine, they are more willing to let go of inhibitions and enjoy new surroundings," says Chesa Crouch, vibe manager at Hotel Victor.

The Tease Kit by Mile High, found in Gansevoort hotels in New York City and South Beach, includes a quiet massager, lubricant, two condoms, and a lipstick mirror all packaged in one discreet case available in three colors. Mile High also offers the Seduce kit for a serious night (or day) in. The kit is divided into the "appetizer" section, which includes scented cloths, cinnamon breath mints, a pocket mirror, blindfold, and do not disturb sign; and the "main course" complete with lubricant, massage

“We like to offer an experience with our stay,
so we opened our ears to our customers.”

oil, a feather tickler, massager, pleasure ring, and condoms.

Kiki de Montparnasse works with hotel clients, first choosing the kit that's the right fit, then working with them to align the logo, color scheme, and language. “Hotels are looking for exclusive product selections and design elements that speak specifically to their unique stay experience, from sleek modernism to eclectic vintage, and their guest profile,” says Jamil Moen, who heads public relations and brand communications for the provocative brand.

In-Room Plus, a supplier to large hotel chains including InterContinental Hotels & Resorts and boutique hotels such as the Dylan and Joie de Vivre properties, offers a Passion Kit complete with sexy scratch-off lottery games, glow in the dark massage oil, femme fresh wipes, and oral fixation mints as well as the Lover's Paint Box from Kama Sutra. “The trends have led us to introduce a variety of kits—the more novelty, the better,” says Elizabeth Jones, director of sales for personal care and intimate product company In-Room Plus. “Every hotel has an image to uphold, so we see the hip, sexy properties putting logos on intimacy kits while other hotels entertain the idea of offering the kit, but would prefer to do so in a more discreet manner.”

“We want to keep everything consistent at our hotel...so we made sure everything, including our intimacy kits used the same colors and simple, sleek design,” says Edward Kaen, founder and CEO of San Diego's luxury lifestyle 35-room Keating Hotel.



From top: The Weekender Kit offers a unique experience at the Keating Hotel; and Kiki de Montparnasse's 24-karat gold handcuffs and non-stick restraint tape bring a touch of class to light bondage.