

Hotel Claude Marbella – Public Relations Campaign October to December 2007

Actions

- 3 press releases written –
 - Launch
 - Design
 - Restaurant
- Distributed to newspapers and magazines in Spain and the UK in Spanish and English
- Series of press visits organised including The Independent, Elle Magazine and many local publications

Results

- Excellent ROI - 9,000 euros spent and over 400,000 euros of coverage received including articles in Spain Magazine, a full page in Spanish Elle, a news piece in BA Magazine
- Increased the awareness of the hotel in Spain and the UK
- Many enquiries and bookings resulting from the coverage



The image shows a promotional banner for Hotel Claude Marbella. At the top, the logo 'HC' is displayed in a large, serif font, with 'HOTEL CLAUDE' and 'MARBELLA' in smaller, sans-serif fonts below it. Below the logo is a dark brown horizontal bar containing four small square images: a view of the hotel's interior with stone arches, a reception desk, a dining area with tables and chairs, and a hotel room with a bed and a yellow pillow. To the right of these images, the text 'ENGLISH', 'ESPAÑOL', and 'DEUTSCH' is listed vertically. At the bottom of the banner, contact information is provided in a small font: 'Hotel Claude Marbella • Casco Antiguo • Calle San Francisco No.5 • 29601 Marbella (Malaga) • España', followed by phone numbers 'T 0034 952 900 840 • F 0034 952 766 272', email 'E info@hotelclaudemarbella.com', and company details 'CIF: B92342005 • Grupo: Willmes y Del Bosque, SL'.

THE INDEPENDENT

Still relevant? Female contenders rule out 'archaic' post of Poet Laureate

Hotel Of The Week: A chic boutique for playboys and princes

By Marcus Field

Sunday, 6 April 2008

Marbella, favoured resort of playboys and Saudi princes – go on, you know you want to. This small Costa del Sol fishing village became a glamorous destination after the Second World War when the Marbella Club Hotel was as famous as the Paris Ritz. In its 1960s heyday, super yachts lined the marina at nearby Puerto Banus and regular visitors included Adnan Khashoggi and Sean Connery.

The fashion for more discreet charms left Marbella floundering in the 1990s, but now the town has been cleaned up and the historic centre shows signs of regeneration.

Among recent arrivals is Hotel Claude, a chic boutique outfit set inside a 17th-century townhouse. The building has been restored by the brother-and-sister owners with each of the seven rooms designed differently to give the feeling of a comfortable home. A charming roof terrace has views over the higgledy-piggledy old town and down to the sea.

The bedroom

Our room up in the attic had the look of a New York loft, with open-plan bathroom (with Molton Brown products), vaulted ceiling and cool modern furniture. The enormous bed was extremely comfortable and the huge flat-screen TV and iPod provide all the entertainment you need. The other six rooms are designed to show off the building's original features, the most elegant being the Francesa suite with wooden rafters, antique-tiled floors, velvet sofas and crystal chandelier.

The food and drink

In the small but perfectly formed dining room our tasting menu of eight courses cost €60 (£47) a head. The German chef has earned a Michelin star and I can see why. The delicate dishes included a carpaccio of sea bass, red snapper with clams, and beef fillet with an olive crust. The panna cotta with strawberries had a daring touch of chilli and the chocolate mousse came with balsamic vinegar and raspberry juice. The cellar contains a good range of Spanish wines. Breakfast, served on the roof terrace or in the dining room, is a choice of cereals and eggs cooked any way. The owners' mother, who lives nearby, supplies the hotel with avocados and figs from her garden, and the restaurant ingredients are bought daily at the nearby covered market.

The access

A wheelchair ramp is available and the first floor is accessible by lift for guests with disabilities. Two rooms can be combined to form a family suite and young children can share with their parents. The hotel has a no pets policy and smoking is permitted only on the roof terrace.

The bill

Double rooms start at €230 (£182) per night, including breakfast and day passes to a beach-front gym and pool.



Hotel Claude

Forget old world rustic furniture and mañana style service... Hotel Claude - a haven of hotel chic - brings divine decor and 21st century creature comforts to a 17th century mansion house in Marbella's enchanting Old Town. Check in and check it out, says Louise Cook.

Until now, visitors to Marbella seeking an authentic experience of the bustling historic centre have had little choice in terms of accommodation. Large sea front hotels, apart-hotels or basic guest houses - those seeking the hip-hotel experience were simply not going to find it.

No expense has been spared on the renovation and decoration of the recently opened Hotel Claude. Across the street from one of Marbella's picturesque churches in the heart of the town's earthy Old Town, Hotel Claude is the result of a painstaking, five-year labour of love.



Already ripples of approval are resounding around town, as those people lucky enough to have been invited to explore the designer gem start spreading the word.

Set in a substantial 17th century townhouse owned by Juan Berjano, the idea to convert it to a hotel came from his stepson and step-daughter Franz and Desiree Willmes.

A bon viveur, who lived there with his first wife, a French opera singer, in the glory days of Marbella in the 70s and 80s, Berjano led a Bohemian existence, and his home played host to endless soirees, performances and vibrant social occasions.

The house had been neglected for two decades when the dynamic siblings decided to restore it. Designed in a close collaboration between Franz's Spanish wife Maria, and top Barcelona architect, Angel Gordon, the refurbishment has respected all the key features of the house, while transforming it into a luxury boutique hotel.

Modern Dining

With its contemporary classic salons, simply oozing style, a bijou black and white restaurant, and lovingly restored original features such as the intricate wrought iron door, simple patio, complete with a well, columns and smooth limestone flagstones, the Hotel Claude has been restored and fitted out to a high level of comfort in a bid to attract discerning 21st century guests.

Seven Stylish Suites

Behind magnificent carved wooden doors, seven suites with evocative names such as Francesca, Contemporanea, Savannah and Oriental offer unique variations on a unified design theme featuring sumptuous beds with high headboards, chaise longue, flat screen TV screens, i-Pod sound docks, quirky furniture and open bathrooms. The colour schemes, flooring - from brick to dark wood - and details give each room a charm of its own.

"One of the main inspirations for converting the house into a hotel is to fill it with the fun and laughter which characterised the place for years. As Franz enthuses, "We hope that several couples, or families will check into Hotel Claude together and take over the place - that would suit the spirit of the house perfectly.

www.hotelclaudemarbella.com C/ San Francisco, 5 Tel: 95290 0840



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Designer chic in Marbella's enchanting Old Town

Hotel Claude, the first boutique hotel in Marbellas Old Town brings luxury and fine dining to Marbella

Hotel Claude - a haven of hotel chic - brings divine decor and 21st century creature comforts to a 17th century mansion house in Marbella's enchanting Old Town.



Until now, visitors to Marbella seeking an authentic experience of the bustling historic centre have had little choice in terms of accommodation. Faced with large sea front hotels, apart-hotels or basic guesthouses - those seeking the hip-hotel experience were simply heading for disappointment.

Opened in July 2007, following a stunning, five-year renovation plan, no expense has been spared on the renovation and decoration of the recently opened Hotel Claude. Across the street from one of Marbella's picturesque churches in the heart of the town's earthy Old Town, Hotel Claude is the result of a painstaking, labour of love.

Those lucky enough to have already discovered the designer gem have sent out ripples of approval. Set in a substantial 17th century townhouse owned by Juan Berjano, the idea to convert it to a hotel came from his stepson and stepdaughter Franz and Desiree Willmes.

A bon viveur, who lived there with his first wife, a French opera singer, in the glory days of Marbella in the 70s and 80s, Berjano and his home, played host to endless soirees, performances and vibrant social occasions. The house had been neglected for two decades when the dynamic siblings decided to restore it. Designed in a close collaboration between Franz's Spanish wife Maria, and top Barcelona architect, Angell Gordon, the refurbishment has respected all the key features of the house, while transforming it into a luxury boutique hotel.

With its contemporary classic salons, simply oozing style, a bijou black and white restaurant, and lovingly restored original features such as the intricate wrought iron door, simple patio, complete with a well, columns and smooth limestone flagstones, the Hotel Claude has been restored and preened to a high level of comfort to suit the discerning and design conscious 21st century traveller.

Behind magnificent carved wooden doors, seven suites with evocative names such as Francesa, Contemporánea, Savannah and Oriental offer unique variations on a unified design theme featuring sumptuous beds with high headboards, chaise longue, flat screen TV screens, i-Pod sound docks, quirky furniture and open bathrooms. The colour schemes, flooring - from brick to dark wood - and details give each room a charm of its own.

"One of our main aspirations for the hotel is to fill it with the fun and laughter which characterized the place for years," enthuses proprietor Franz Willmes, a London-based bonds trader with Spanish roots. "The hotel is perfect for a few couples to enjoy together or a family or two - that would suit the spirit of the house perfectly."

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NEWS

Johnnie Walker at Selfridges

Johnnie Walker Blue Label is the finest whisky from the House of Walker. It's a blend of some of the rarest and most expensive whiskies and is the ultimate present for a whisky drinker.

Singapore Airlines take Fourth A380

Singapore Airlines took delivery of its fourth A380, the world's largest passenger plane, at the Airbus Delivery Centre in Toulouse, France, at 0928 hrs on 26 April (Toulouse time). After a delivery flight, the aircraft is expected to arrive in Singapore on Sunday 27 April around 0700 hrs. Thereafter, it will undergo some preliminary service work in Singapore.

EOS Files for Bankruptcy

Following in the footsteps of Mael, EOS, the original all-business-class website has filed for bankruptcy under chapter 11. Plans were under way for new investors to bail them out but THEY failed to be finalised. Their final flight left Stamford yesterday at 18:30 headed for JFK. Sources claim that EOS had contacted airlines including Virgin and BA last week to find a rescue bid or emergency cash-injection.

Launch of Portugal's 'Palacio da Quinta' brings six star living to Europe

April 2003 sees the launch of Europe's first six star hotel and residential resort - 'Palacio da Quinta', situated in the Algarve, Portugal's most beautiful coastal region. The truly palatial development will comprise 80 luxurious apartments and penthouses set within 17 acres of lush sub-tropical gardens.

NEXT ISSUE

Issue 13, Available June 2008.

Russian Special

The number of millionaires in Russia is increasing faster than almost any other country in the world. We celebrate this fact with features on premium vodka, armored cars, exclusive driving, Moscow and more.

Cohiba Cigars

We visit Cuba to investigate the story of the world's premium cigar brand - Cohiba. Originally made only for Fidel Castro, in 1982 they were released for sale to the general public. Today they are still the most sought after cigars amongst those in the know.

And the regulars...

Brian Ebbesen, Arash Farhoud, Nick English and others all share their views.

The restaurant at Hotel Claude, opening in November, will be a gastronomic gem. The establishment has secured the services of a top German chef whose impressive career, spanning 20 years, has seen him head up the kitchens of several leading European restaurants. Prior to his appointment at Hotel Claude, he was head chef at a Relais Chateaux restaurant in Germany with 3 Michelin stars. Currently devising a tantalizing repertoire of gourmet dishes based on the freshest local Mediterranean produce, gourmet weekends and soirees are sure to be a key attraction of the chic, Marbella hideaway.

Complete with lounge, library, and all the latest techie must-haves including wi-fi, overhead projector, PlayStation, even laptops if needed, the hotel also has a courtesy bar, and is already winning over clients with its personalized, bespoke approach.

The roof terrace is one of the hotel's quirkiest features. Surrounded by spires, crumbling rooftops and swallows diving at sundown, where better to soak up the ambience of the street life below, with a glass of fino and a few slivers of jamon.

Step outside Hotel Claude's wrought iron gate and experience the buzz of Marbella's enchanting Casco Antiguo. Surrounded by narrow white streets, bustling squares, quaint shops and the scent of orange blossom, the Hotel Claude is just a five-minute walk from the shaded Alameda Park with its traditional ceramic tiles and copious fountain, and the beach beyond.

Hotel Claude, C/ San Francisco, 5, Casco Antiguo, Marbella, Spain. Tel: (+34) 952 900 840.

www.hotelclaudemarbella.com

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