

Fashion brands race to claim summer's hottest hospitality spots

Maria Cattini | 12/08/2025 | LIFESTYLE

The worlds of fashion and hospitality are colliding more intensely than ever this summer. What began as occasional pop-ups has evolved into a global takeover of beach clubs, hotels, restaurants, and resorts. Labels are no longer content with selling holiday wardrobes—they now want to curate the entire setting in which those looks are worn. From sun loungers to cocktail menus, every detail is branded, photographed, and shared.

Ibiza: the epicentre of fashion hospitality

Ibiza remains the star of 2025's fashion-meets-hospitality calendar. Roberto Cavalli has brought his signature flair to Annex Beach in Cannes and The Unexpected Ibiza Hotel, where zebra stripes mingle with marine-inspired "Ray of Sea" prints across sofas, cushions, towels, loungers, and tableware.

Missoni has opened its first boutique on the island alongside a new Missoni Resort Club at Oku Ibiza. The main pool now glimmers in Mediterranean colours, with bespoke furnishings, towels, and textiles.

Burberry's partnership with The Standard includes a rooftop bar and seasonal restaurant, both cloaked in a custom check designed exclusively for Ibiza. The brand has even launched a "Check Mate" boat, cruising the island's coast in signature style.

Ballantyne has infused the restaurant A Mi Manera with the feel of a private club, outfitting staff in uniforms that echo the brand's heritage.







Formentera, Saint-Tropez, and the Riviera

In Formentera, Pollini's "P Crown" logo covers every corner of Café del Lago for a second summer, while Paul & Shark refreshes its partnership with Juvia using light wood furnishings and natural cotton accents.

Monte-Carlo Beach now sports a Jacquemus makeover—banana-yellow sunbeds, umbrellas, and towels—a perfect match for the brand's summer theme.

Loro Piana has returned to La Réserve à la Plage in Saint-Tropez with its signature white and kummel tones, while also transforming Il Fioraio in Forte dei Marmi. In the same town, Longchamp has reinvented Bagno Felice 1 into a summer playground complete with live music, a cocktail bar, and a limited-edition Le Plage bag. Ferragamo has joined forces with Bagno Alpemare, rolling out red-and-white striped cabanas, surfboards, and even branded domino sets.

Versilia to the Ligurian coast

The Bridge has collaborated with Palmo Mare in Versilia, while La Martina has partnered with MarePineta Resort on the Adriatic, blending polo-inspired style with resort luxury.

In Paraggi, Dior's "Dioriviera" aesthetic transforms The Dior Bagni Fiore beach club and its adjoining Langosteria pop-up, complete with tailored food and beverage service. Swarovski has reimagined Carlo Cracco's Portofino restaurant, using its Rosenthal porcelain collaboration. Lacoste Original has taken over Tigu Beach in Sestri Levante, applying the iconic crocodile across every surface and launching two new fragrances in tandem.

Capri, Mykonos, Milos, Crete

Harmont & Blaine has brought its signature dachshund logo to Bar Tiberio in Capri, from awnings to uniforms. Guess continues its pan-European beach club partnerships—dressing Positano's Arienzo, Forte dei Marmi's La Fenice, and Mykonos' Kalua in its 4G motif.

Coccinelle has teamed with Sirocco Volcanic in Milos, offering a seaside concept store filled with curated accessories. Vilebrequin's La Plage project lands in Crete at the Domes of Elounda resort, part of Marriott's Autograph Collection.

Sardinia, the Hamptons, and beyond

In Baja Sardinia, Herno has opened its first restaurant—the Herno Suite—within the Phi Beach complex, expanding its brand into food and design. Nearby, Iceberg has styled the uniforms for Le Terrazze, the rooftop restaurant of the legendary Ritual Club.

Dolce & Gabbana’s “Blu Mediterraneo” takeover continues on both sides of the Atlantic. In Italy, the brand dresses Portofino’s Le Carillon and Forte dei Marmi’s Twiga. In the Hamptons, Gurney’s Montauk Resort & Seawater Spa is transformed into DG Resort, with its beach club and lounge echoing the Sicilian maiolica-inspired blue-and-white motif. A pop-up boutique offers a curated selection of summer-ready apparel and accessories.

The bigger picture

For fashion brands, these hospitality ventures are more than marketing stunts—they’re immersive lifestyle experiences designed to strengthen emotional ties with customers. The beach club becomes a catwalk, the poolside a showroom, and the sunset a brand statement. In the age of Instagram, the right setting isn’t just a backdrop—it’s a sales strategy.

With the 2025 summer season still in full swing, one thing is clear: the race to own the world’s most photogenic holiday spots has only just begun.