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Designers Invite You to Sleep Over

By **Nina Mercur** from FOOTWEAR NEWS issue 02/17/2014 [DOWNLOAD PDF](#)

Consumers take their favorite shoes on trips and vacations, so why not let those designers outfit their rooms, too?

That's the thought motivating the latest crop of fashion insiders extending their talents into the hospitality world.


Leveraging the fan base for their core brands has allowed Beverly Feldman, Ilse Jacobsen, Karl Lagerfeld and Srđjen Prodanovic to pursue their passion projects: hotel and spa design. It's a new creative outlet and one that can have a real financial upside.

The fashion-hotel pairing isn't new. For example, Casa Camper, the Spanish shoe firm's namesake establishment, debuted its first door in Barcelona in 2004. Other labels that have doubled as hoteliers include Salvatore Ferragamo, which has a suite of hotels in Italy; Christian Lacroix, who designed hotels in Paris; and Oscar de la Renta, who has decorated luxury villas in the Dominican Republic.

For Beverly Feldman, her Villa Finca Belon, a boutique property in Alicante, Spain, came about when she decided to heavily pare back on her own global travels for her namesake shoe line.


Inspired by her younger brother's luxury homestay in Thailand, designed by famous architect Bill Bensley, Feldman's rustic 275-year-old farmhouse offers a more down-to-earth experience for guests, who include fans of her shoes, travel nuts and celebrities alike.

"When I stopped traveling about a year ago I found I had more time to work on this project," Feldman said.



VIEW SLIDESHOW

Srđjen Prodanovic
Photo By Courtesy of Srđjen Prodanovic



VIEW SLIDESHOW

Villa No. 174 in Rio de Janeiro.
Photo By Courtesy of Srđjen Prodanovic