



BOOKING HOLDINGS

## Booking.com Invites Travelers on an Exclusive Fashion Journey With alice + olivia Aboard the Fashion Yacht at New York Fashion Week

August 22, 2018

**The Unforgettable Experience and Overnight Stay is Inspired by alice + olivia by Stacey Bendet's Spring 2019 Collection, "Passport to Wonderland"**

NEW YORK, August 22, 2018 /PRNewswire/ --

Booking.com, one of the largest travel e-commerce companies in the world, and New York-based contemporary fashion brand alice + olivia by Stacey Bendet have partnered to showcase the emotional and cultural touchpoints that travel inspires through Bendet's Spring 2019 collection at New York Fashion Week. For the very first time, Booking.com is offering travelers the incredible chance to book a stay at an iconic property serving as the stage for alice + olivia's show, the Fashion Yacht at Chelsea Piers in New York City, complete with shopping sprees for the ultimate fashion week experience.

On September 11, 2018, alice + olivia will showcase their Spring/Summer '19 collection, "**Passport to Wonderland**," at **Pier59 Studios**, a landmark destination for internationally acclaimed designers and the fashion industry. Stage B will play as home to the alice + olivia fashion presentation, powered by Booking.com. The space will be transformed by intricate sets designed to transport guests to enchanted locations, including Positano, Italy; Paris, France; Morocco and the English countryside of the United Kingdom, **inspired by real destination properties available on Booking.com.**

Fashion week guests of **alice + olivia** and **Booking.com** will arrive at the south entrance to Chelsea Piers, where they will embark on their interactive journey to "Wonderland." Guests will be greeted by a **74 foot Fashion Yacht, a unique property exclusively available on Booking.com.** The yacht will be fully decked out in alice + olivia's signature designs, evoking the ultimate vacation getaway. Traveling upstairs to the Pier59 Studios, inspired vignettes representing various destinations across Europe, reminiscent of properties available on Booking.com, will feature models wearing the latest alice + olivia Spring/Summer '19 designs.

A unique benefit of the partnership, three consumers will have the opportunity to book a sleepover of epic proportions via Booking.com. The yacht used in the alice + olivia fashion presentation, which features two bedrooms and two bathrooms, will be available to consumers on Booking.com, conjuring images of stepping off your private vessel in Positano, while staying literal steps from the beating heart of New York Fashion Week.

Customers interested in taking this fashion journey must be quick as only a few select nights are available for booking. Everyday at 5:00 p.m. EST on September 5<sup>th</sup>, 6<sup>th</sup> and 7<sup>th</sup>, Booking.com will release a one-night stay aboard the Wonderland Fashion Yacht for September 11th, 12th and 13th respectively. The lucky few who book a stay aboard the yacht will have the ultimate fashion week experience, as they get to spend the night in the alice + olivia re-envisioned retreat. On September 11th, the overnight stay will include two tickets to attend the alice + olivia presentation. And on September 12th and 13th, guests who book the accommodation will experience a shopping spree at the alice + olivia boutique. This unique experience can be booked for just \$59 by visiting the Booking.com listing here: <https://www.booking.com/hotel/us/alice-olivia-fashion-yacht.html>.

"Travel has always been a big inspiration for me; it is a huge part of my creative process. This season, the theme of my presentation is "Passport to Wonderland." I wanted the collection and experience to reflect the women of the world and the vibrant countries and cultures they represent; the prints, patterns and colors from each destination continue to inspire me," commented Stacey Bendet, CEO and Creative Director of alice + Olivia. "Through this partnership with Booking.com, I'm excited to merge the world of travel with fashion, to highlight the influence fashion has on travel and vice versa."

**alice + olivia** and **Booking.com** both believe that fashion and travel have a synergistic effect on one another. Fashion draws inspiration from travel and inspires confidence in travelers while they're exploring new exotic locales. According to research by Booking.com, **30% of travelers feel more confident when on vacation than at home** and **43% attribute that confidence to their jet-set wardrobe**. 42% of travelers shared that they feel inspired to make changes to their personal style after being on vacation, with 56% attributing this urge to the local shops and 49% attributing it to: "what local people were wearing" and "the culture". This partnership between alice + olivia and Booking.com celebrates these findings, along with the fact that New York topped Paris as a global shopping destination, and with **57% of respondents citing that they plan their travels based where they can shop.**

"Fashion plays a big part in our customers planning and preparations for their vacations all around the world. We are excited to embrace the confidence and joy that fashion brings them through our partnership with alice + olivia," Booking.com's CEO, Gillian Tans added. "This New York Fashion Week activation celebrates the best way to experience fashion and travel with the ultimate New York fashion experience in a cool and unique place to stay."

This unique initiative celebrates the incredible diversity of Booking.com's offering and is a luxurious example of just one of the many unforgettable travel experiences customers can enjoy at one of the more than 5.5 million reported listings in vacation homes, apartments and other unique places to stay-providing the perfect array of properties to show off the **alice + olivia** collection. A list of Booking.com properties evocative of locations featured in the alice + olivia Spring/Summer '19 presentation is available upon request.

### **About Booking.com**

Established in 1996 in Amsterdam, Booking.com B.V. has grown from a small Dutch start-up to one of the largest travel e-commerce companies in the world. Part of Booking Holdings Inc. (NASDAQ: BKNG), Booking.com now employs more than 17,000 employees in 198 offices in 70 countries worldwide.

With a mission to empower people to experience the world, Booking.com invests in digital technology that helps take the friction out of travel. At Booking.com, we connect travelers with the world's largest selection of incredible places to stay, including everything from apartments, vacation

homes, and family-run B&Bs to 5-star luxury resorts, tree houses and even igloos. The Booking.com website and mobile apps are available in 43 languages, offer over 28.9 million total reported listings, including more than 5.5 million listings of homes, apartments and other unique places to stay, and cover more than 138,000 destinations in 229 countries and territories worldwide.

Each day, more than 1.5 million room nights are reserved on our platform. So whether traveling for business or leisure, customers can instantly book their ideal place to stay quickly and easily with Booking.com, without booking fees and backed up by our promise to price match. Via our customer experience team, customers can reach Booking.com 24/7 for assistance and support in 43 languages, any time of the day or night.

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About alice + olivia by Stacey Bendet:

Launched in 2002, alice + olivia by Stacey Bendet is a brand that allows customers to express their personal style. With clothing that juxtaposes the whimsical and flirty with the sexy and sophisticated, a+o epitomizes the personality and perspective of its founder, Stacey Bendet. The brand was born from Stacey's personal quest to create the perfect pair of pants, and has since grown into a full lifestyle collection including ready-to-wear, gowns, shoes, handbags, and accessories. The brand is a Hollywood favorite with celebrity fans including Gwyneth Paltrow, Gigi Hadid, Amal Clooney, Jessica Alba, and Kourtney Kardashian.

alice + olivia by Stacey Bendet is available at the brand's free-standing boutiques located in New York, Los Angeles, Atlanta, Boston, Chicago, Dallas, East Hampton, Greenwich, Houston, Malibu, Manhasset, Miami, Orange County, San Francisco, Southampton, Washington D.C., Hong Kong, Tokyo, Kuwait, Dubai, Singapore, Shanghai, Doha, Taipei, Macau, Chengdu, Bangkok, and at [aliceandolivia.com](#). alice + olivia is also available at over 800 select department and specialty stores worldwide, including Saks Fifth Avenue, Neiman Marcus, Bergdorf Goodman, Net-a-Porter, Lane Crawford, Isetan, Hankyu, Harvey Nichols, Harrods, and Galeries Lafayette.

*Note to Editors*

*Booking.com conducted research among 21,500 respondents in 29 markets globally (Australia, Germany, France, Spain, Italy, Japan, China, Brazil, India, United States, United Kingdom, New Zealand, Thailand, Russia, Argentina, Belgium, Canada, Denmark, Hong Kong, Croatia, Indonesia, Taiwan, Mexico, Netherlands, Sweden, Singapore, Colombia, Israel, South Korea). The fieldwork was carried out from 18th June -16th July 2018.*

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