

# ELEGANT RESORTS

Embargoed until 18 December 2025 14.30

Elegant Resorts embarks on a New Chapter  
True Luxury: It's in the Detail

Chester, 18 December 2025

Pioneer luxury tour operator, Elegant Resorts, a name synonymous with timeless luxury and bespoke travel, unveils its new brand identity and a fresh perspective on the art of exploration alongside its new campaign, *It's in the Detail*, in partnership with marketing agency Accord this week. With its refreshed look and approach, it is embracing a new chapter while the brand remains true to its core philosophy, that true luxury lies in the detail.

For decades, Elegant Resorts has been crafting extraordinary journeys, each as unique as the traveller. Following extensive market research, thoughtful enhancements have been made to the brand's look and feel, as it evolves with today's luxury traveller: this includes a new colour palette of dark purple and deep mango, as well as a fresh new logo.

Lisa Fitzell, Managing Director commented: "At Elegant Resorts, our focus has always been on creating deeply personal journeys that celebrate the extraordinary. While the world – and the way we travel – has evolved, our belief in the importance of detail has not. This new chapter is not about changing who we are, but about ensuring every element of what we do continues to meet and exceed the expectations of our guests. As we introduce the brand's refreshed identity to the world, we invite both loyal clients and new explorers to rediscover the magic of travel, inspired by a dedication to detail and decades of expertise."

The brand's renewed focus on detail is reflected not only in its itineraries but also in how it approaches personalisation, interaction, and design. Guests can expect every moment of their journey to be thoughtfully crafted, where personal attention becomes perfection and true luxury is found in the finer touches, with Elegant Resorts' unwavering commitment to authenticity and connection.



The new *It's in the Detail* campaign launches on Elegant Resorts' website, across all social media channels and media platforms on 18 December 2024.

You can view the new 60 second advert [here](#)

New assets can be accessed [here](#)

Blog posts on the brand refresh [here](#)

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## About Elegant Resorts

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At Elegant Resorts, we've been crafting luxury holidays as unique as the people who take them since 1988. From stunning destinations and exclusive accommodations to once-in-a-lifetime experiences, every journey we create is designed to go beyond expectations.

We believe true luxury lies in the detail. Our expert Luxury Travel Specialists bring first-hand knowledge, passion, and care to every itinerary, while our dedicated concierge team ensures no detail is overlooked—because it's often the little touches that make the biggest difference.

With access to the world's finest hotels, villas, cruises, and extraordinary experiences, we take pride in creating seamless, personalised holidays that are anything but ordinary.

**Luxury travel. It's in the detail.**

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