

Designing spaces that evoke luxury

Luxury in hospitality is undergoing a profound shift. No longer defined merely by opulence or designer labels, luxury is now immersive—an experience rooted in culture, personal discovery, and intentional design. Guests increasingly expect hotels to serve as mirrors of place and identity, offering not just comfort but connection, not just beauty but belonging.

This transformation elevates design from backdrop to strategic driver, where every material, layout, technology, and crafted detail contributes to storytelling. Hoteliers, design studios, and solution partners are collaborating to ensure each space resonates emotionally while delivering functionality and sustainability.

Elegance Anchored in Identity

At The Leela Palaces, Hotels and Resorts, design has become a language of belonging. “Guests seek meaning, wellbeing, and personalisation, not just a place to stay but a place that reflects who they are,” says Vikram Choubal, Senior Vice President – Technical Services. Suites are envisioned as immersive canvases, blending regional craftsmanship with refined aesthetics to create sanctuaries of aspiration and identity.

Hyatt’s approach reinforces this ethos across its brands. “For Park Hyatt, our design leans towards timeless refinement, while Andaz embraces eclectic expressiveness,” explains Grieco Douglas, Studio Head, India & Southwest Asia. Natural materials and spatial flow build depth and narrative into guest experiences, balancing individuality with brand identity.

Accor too anchors its luxury properties in place. Reema Diwan, VP Design & Technical Services, Accor India & South Asia, notes: “Every Accor property is designed to echo the character of its region, not only through service and cuisine but also through interiors.”

Crafting Mood and Memory Through Light

Lighting has evolved into a storytelling medium, shaping mood, transitions, and emotional tone. “Lighting is the silent storyteller of a space,” observes Haresh Manshani, Founder & Director, Hybec. With circadian-aligned systems, tunable tones, and app-controlled personalization, lighting now supports wellbeing while enhancing atmosphere.

At The Leela, rituals like dusk diya lighting are woven into design, infusing cultural symbolism with modern technology. Hyatt integrates dynamic lighting systems for intuitive, flexible environments. This convergence of heritage, emotion, and smart technology ensures lighting not only enhances aesthetics but anchors memory.

Wellness Sanctuaries Redefined

Bathrooms, once functional, are now wellness sanctuaries—private retreats designed for rejuvenation. Brands like TOTO bring Japanese innovation through contactless hygiene and elegant sustainability. Hansgrohe advances water-efficient luxury with systems like EcoSmart and sensory experiences like RainTunes.

Choubal frames the transformation aptly: “Each bathroom becomes a temple of self-care—soaking tubs, rain showers, soothing tones, and handcrafted tiles create deeply personal spaces.” These sanctuaries merge operational efficiency with emotional and sensory immersion.

A Story Told Through the Table

Dining is no longer about cuisine alone—it is narrative and theatre. From open kitchens that invite interaction to tableware curated like jewellery, every detail contributes to emotional impact.

Anand Baldawa, CEO & Director, Seeba Group (thinKitchen), explains: “We empower hotels to tell their story—beautifully and authentically—through the products we place in their hands.” Their collaborations, such as bespoke tableware reflecting forest life in a luxury resort, illustrate how dining can extend storytelling beyond the plate.

Accor's Raffles Udaipur and Fairmont Jaipur curate spaces that shift from intimate to celebratory with thoughtful design pivots, while The Leela blends tradition and spectacle in layouts and handcrafted dining elements.

The Future of Luxury: Nuance as Signature

The future of luxury hospitality lies in nuance, personalisation, and cultural storytelling. Suites are no longer just rooms but reflections of self; lobbies become mood-driven narratives; bathrooms evolve into wellness rituals; dining tables transform into canvases of memory.

As vendors, designers, and hoteliers collaborate, luxury is being redefined as emotionally intelligent, sensorially rich, and sustainably responsible.

In this new era, design is not an embellishment—it is the experience itself. And for Indian hospitality, this presents an opportunity to set global benchmarks in creating soulful, sustainable, and deeply felt expressions of luxury.