

SOCIETIES.

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**A VISIONARY GUIDE FOR
EXTRAORDINARY HOSPITALITY
BRANDS**

The New Language Of *Luxury*



Welcome to the sixth edition of SOCIETIES Magazine, a curated lens on the ideas, aesthetics, & innovations reshaping exceptional hospitality.

As 2026 unfolds, luxury feels increasingly defined by intention rather than excess. Across architecture, fashion, travel, and technology, we are witnessing a quieter form of sophistication emerge. One rooted in atmosphere, craftsmanship, emotional depth, and experiences designed to linger.

This edition explores how cultural influence, design precision, and sensory storytelling are becoming the true markers of modern desirability. From immersive listening rooms and heritage-led travel to sculptural fashion and cinematic interiors, the focus has shifted toward spaces and objects that create feeling as much as function.

Inside, you will find signals that reflect a broader movement toward refinement and clarity. A perspective on what discerning audiences increasingly value, and how brands across hospitality and luxury are responding through more thoughtful, layered experiences.

This is not a forecast shaped by noise or novelty. It is an invitation to observe the subtle shifts already influencing how people travel, gather, consume, and connect.

A moment to pause, recalibrate, and design with greater conviction, restraint, and cultural awareness.

Let's shape what endures.

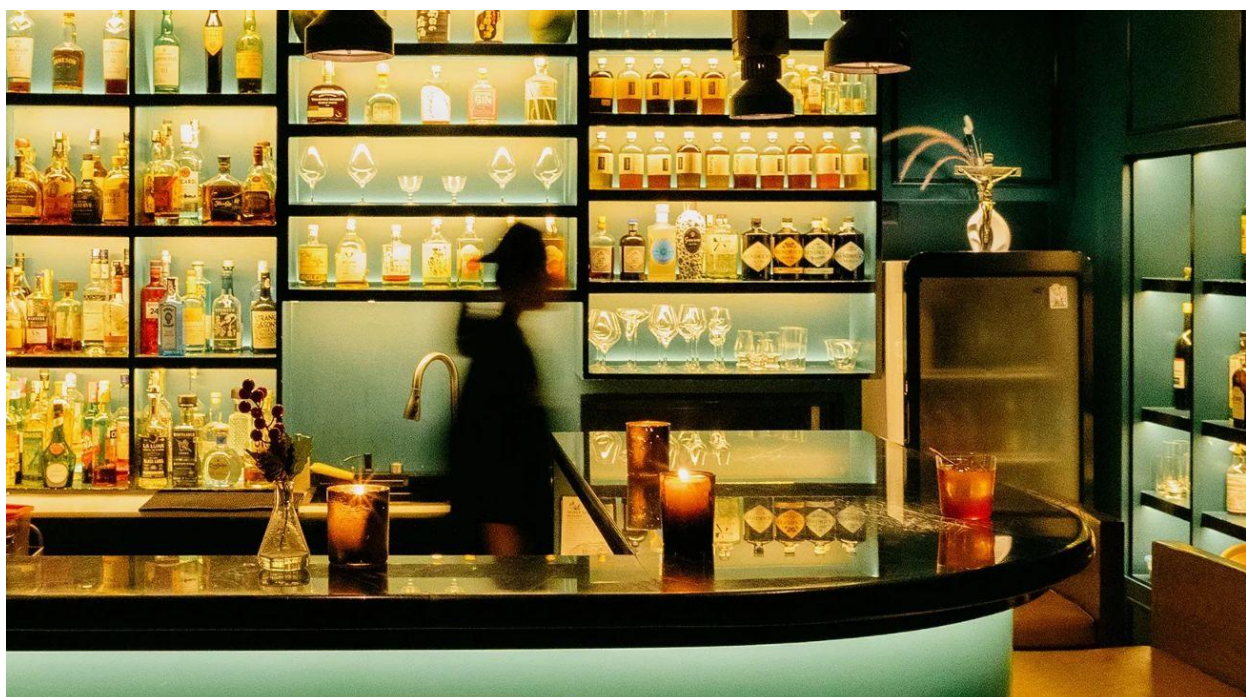
Sebastien Felix, Founder and CEO,
Influence Society

Milan signals a bolder era for interiors shaped by material contrast



At Salone del Mobile 2026, interiors moved toward richer, more expressive forms. Lacquer appeared as a refined structural accent, giving sofas and chairs a sharper architectural presence. Dining tables became sculptural centrepieces, with marble, brutalist references and organic bases setting the tone of the room. Tubular chairs continued their modernist revival, reimagined with warmth and wit. Meanwhile, maximalist wallcoverings turned surfaces into immersive design narratives, proving that future interiors will feel crafted, confident and deeply atmospheric.

Thailand's dining scene turns every table into a sensory journey



From Bangkok's late-night Thai tapas to Phuket's seafood-led tasting menus and Koh Samui's sultry cocktail rooms, Thailand's culinary landscape is a study in rhythm, place and flavour. Each address brings its own design narrative, where regional ingredients, sharp hospitality and confident interiors shape experiences that linger beyond the final course. This is dining as cultural immersion, moving from street-side energy to crafted bars and quietly ambitious kitchens with ease.

Venice Welcomes A New Chapter In Heritage Led Luxury Travel



At Palazzo Donà Giovannelli, Orient Express brings its theatre of travel ashore. Set within a 15th-century Venetian palazzo, the hotel transforms arrival into ritual, pairing Gothic traces, Baroque detail and contemporary hospitality with quiet precision. Its 47 rooms, private apartments, canal-side dining and Wagon Bar create a world where heritage feels alive rather than preserved. This is Venice as an immersive design narrative, crafted for travellers who seek atmosphere, authorship and the rare pleasure of time beautifully suspended.

A Culinary Journey Through Malaysia's Timeless Railway Glamour



Onboard the Eastern & Oriental Express, chefs André Chiang and Simon Rogan transform rail travel into an immersive culinary narrative shaped by Malaysia's landscapes, spices, and cultural memory. As jungle scenery unfolds beyond lacquered interiors and velvet-lined lounges, each dish reflects the rhythm of the journey itself, from refined interpretations of Penang laksa to delicately layered consommés infused with regional aromatics. More than fine dining, the experience evokes a slower era of travel where craftsmanship, atmosphere, and storytelling converge seamlessly across every carriage.

Aesop casts domestic light as a quieter ritual of care



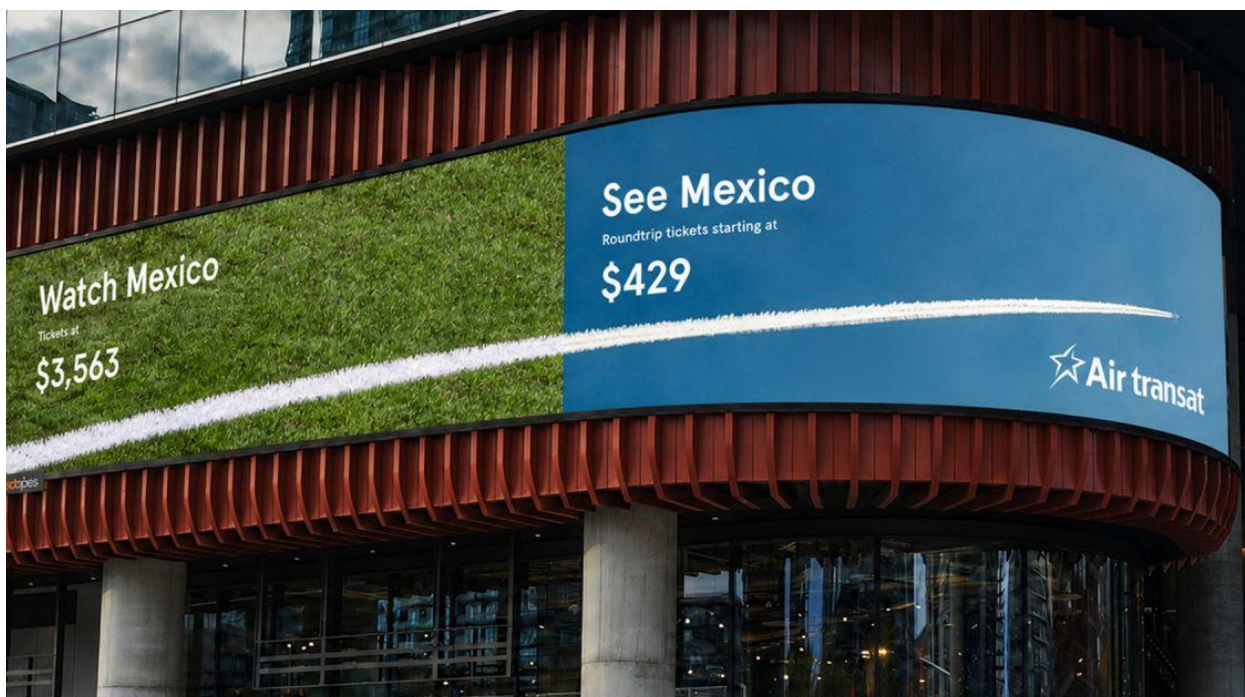
Aesop is more than skin care, their design language now extends beyond the store and into the home with Aposē, its first in-house lamp. Handmade by skilled artisans, the piece translates the brand's famously warm retail lighting into a domestic object of calm precision. Presented inside March Studio's eight-metre scaffolding installation at Santa Maria del Carmine, the lamp becomes both product and atmosphere, revealing how light can soften space, invite pause, and turn everyday care into a sensorial ritual.

Illy turns Venice's waters into a dreamlike stage for contemporary coffee culture



For Biennale Arte 2026, illy transformed its signature espresso cup into a floating public artwork on Venice's Riva Ca' di Dio. Four oversized cups, designed by Alice Maher, Werewere Liking, Thania Petersen and Mohammed Z. Rahman, brought cultural storytelling to the water's edge, responding to the Biennale theme In Minor Keys. Born first as an AI-generated image, the installation became a rare physical spectacle where craft, technology and brand heritage moved in perfect rhythm.

When Football Fandom Becomes a Passport to Culture Instead of Just a Stadium Seat



As World Cup ticket prices climb into the realm of exclusivity, Air Transat reframed the conversation through a campaign rooted in cultural discovery rather than access alone. By comparing the cost of match admission to return flights, the airline transformed frustration into aspiration, inviting supporters to experience football through the streets, cafés, and rituals of the nations they follow. The idea feels immediate yet elegantly restrained, using live data not as spectacle, but as a subtle storytelling device that places travel, emotion, and identity at the center of the fan experience.

Why The Future Belongs To Those Who Keep Creating Beyond Disruption



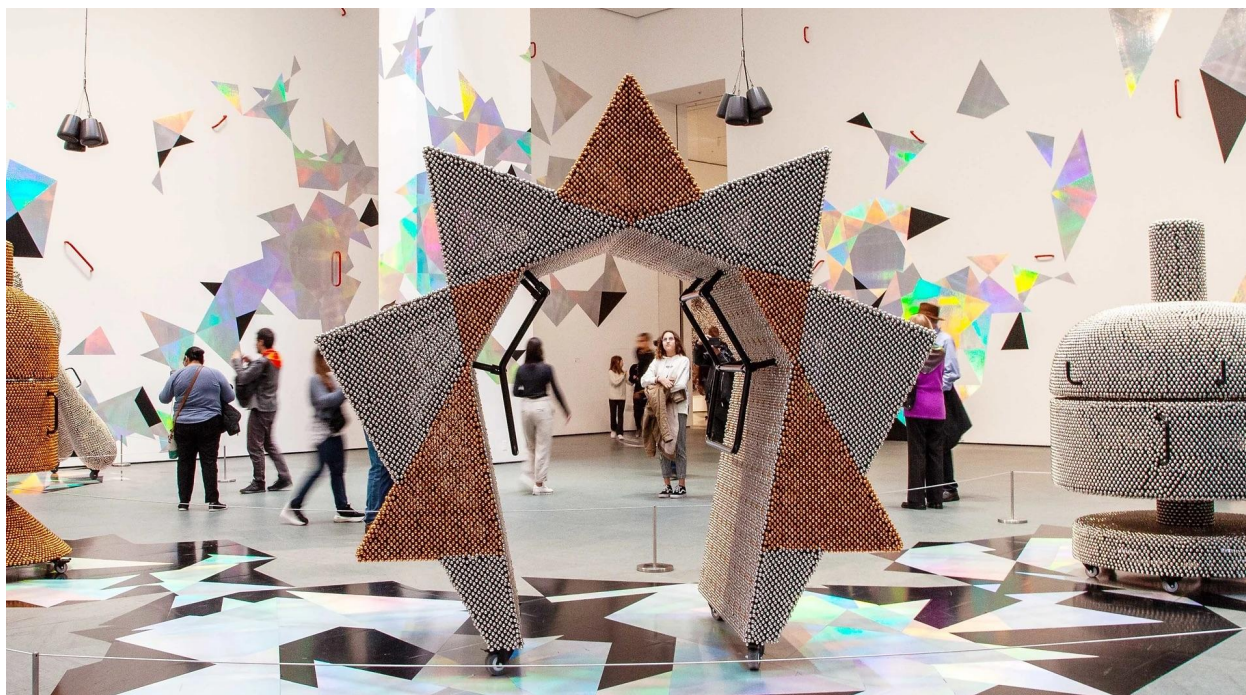
As artificial intelligence reshapes industries at extraordinary speed, the most enduring brands will not be defined by efficiency alone, but by their ability to continuously create, adapt, and expand cultural relevance. Inspired by the evolution of photography and modern art, the infinite game is less about replacement and more about reinvention. For founders, hoteliers, and creative leaders alike, the opportunity lies in building experiences that feel deeply human while embracing technology with quiet confidence.

Detroit's Creative Renaissance Finds New Energy Through Art, Architecture & Cultural Vision



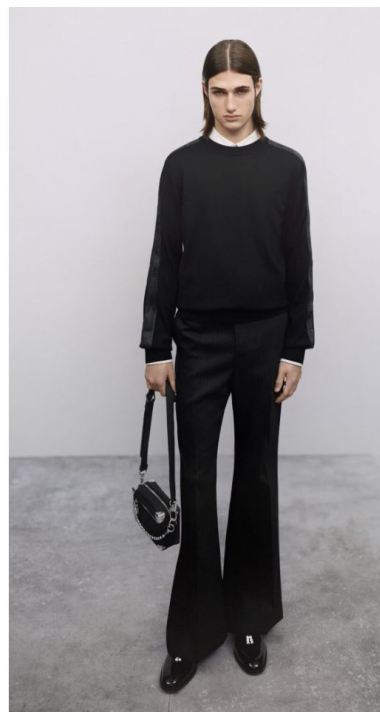
In Detroit, creativity is no longer a memory of the past but a blueprint for reinvention. Through Lumana, philanthropist and collector Jennifer Gilbert is shaping a new cultural institution rooted in design, community, and artistic exchange. Set within the evolving landscape of Little Village and Stanton Yards, the initiative reflects a broader movement redefining the city's creative identity. Architecture, contemporary art, and civic ambition converge here with quiet confidence, positioning Detroit once again as a place where culture drives momentum and new narratives take form.

Where Culture Moves Through Streets Galleries And Late Night Conversations



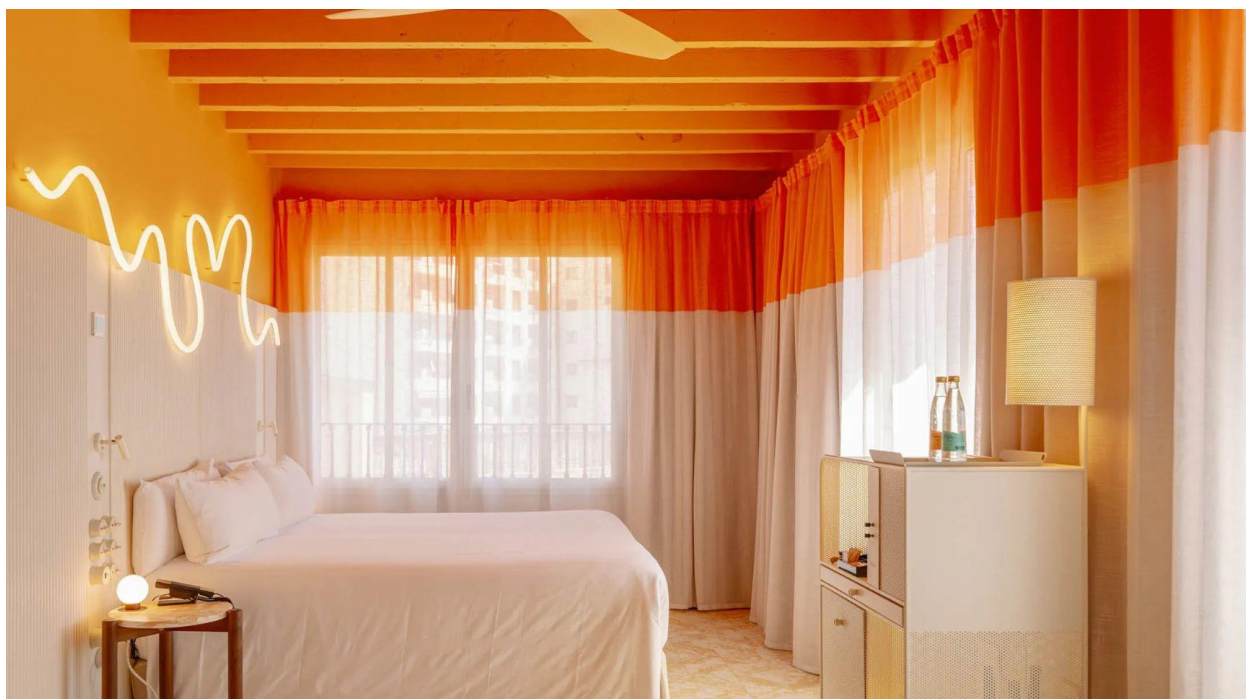
From London's museum corridors to the layered rhythms of Mexico City and Cape Town, the world's cultural capitals in 2026 are defined by more than landmark institutions. They are places where creativity spills into everyday life, where independent cinemas, neighbourhood galleries, and evolving food scenes shape the atmosphere as much as architecture or history. Time Out's latest ranking captures cities that feel deeply alive, connected by a shared sense of experimentation and cultural energy. It is a portrait of urban life where art remains accessible, immersive, and inseparable from the identity of the city itself.

Pharrell Reframes Louis Vuitton Formal wear with Ease, Craft, and Subtle Provocation



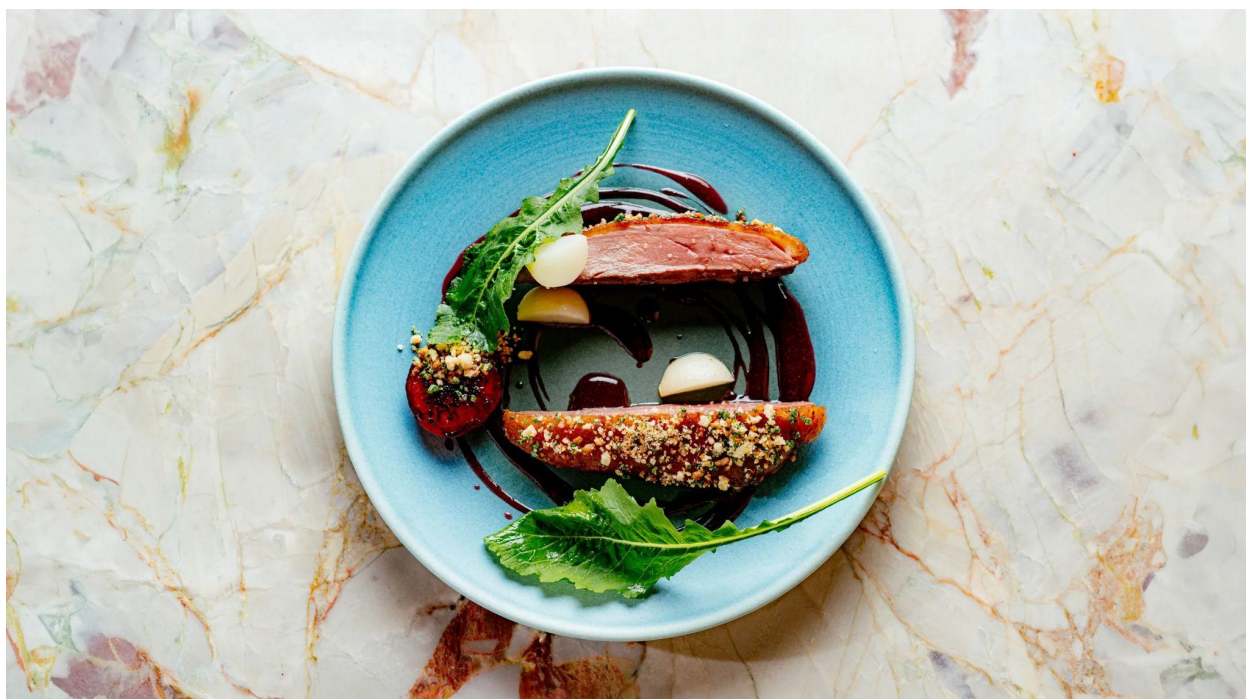
Pharrell Williams brings a softer rhythm to Louis Vuitton menswear, where formal codes loosen without losing precision. For Fall Winter 2026, silk mohair suits, cheetah-print pajamas, patent slippers, and sacchetto loafers shape a wardrobe made for movement between ceremony and ease. Workwear details appear through riveted pockets, wool twill tailoring, and leather bands inspired by archival trunks. Finished with tarmac-embossed Aerogram bags and enamelled Monogram cufflinks, the collection turns travel, craft, and confidence into one fluid design narrative.

Terreno Barrio brings Palma's forgotten hillside rhythm back into elegant focus



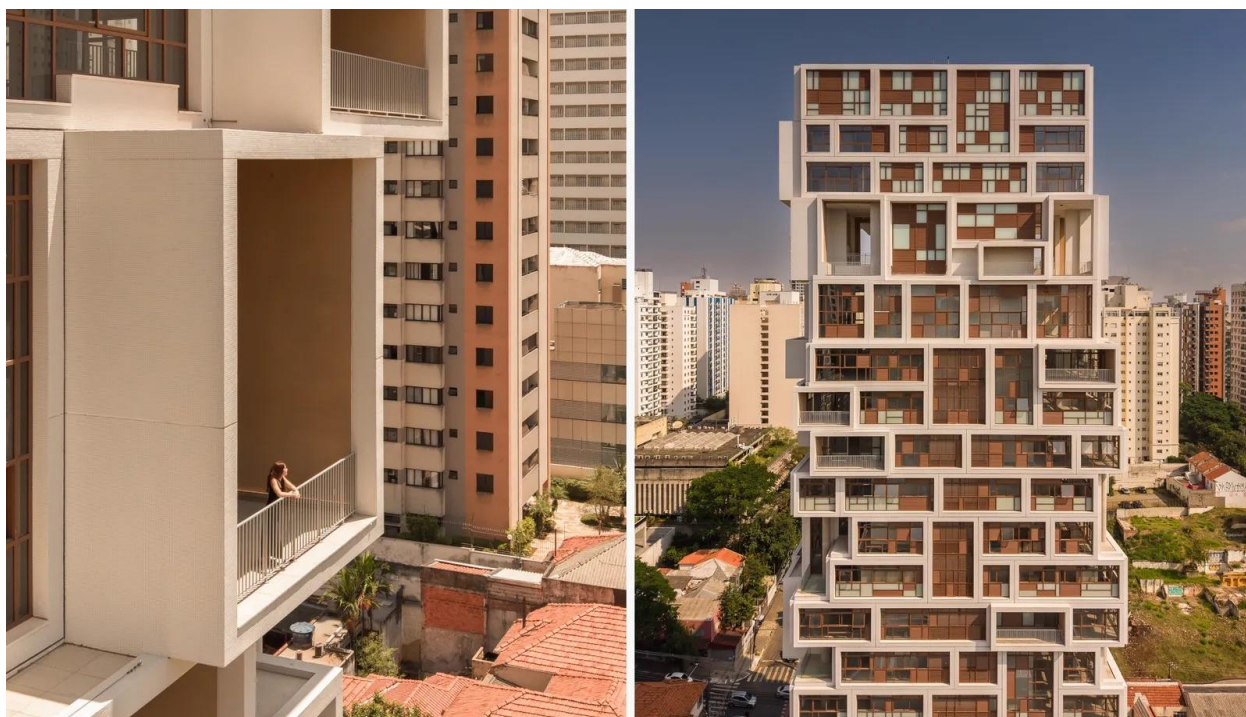
In Palma's El Terreno, Terreno Barrio reimagines hospitality as a civic gesture. Designed by Ohlab, the 41-room hotel folds local craft, restored architecture and public life into one layered address. A rooftop pool, cinema, spa, restaurant and open alleyway invite guests and neighbours to share the same rhythm. Mallorcan artists and makers shape every detail, from terrazzo made with recovered rubble to lighting, brasswork and murals. It is a hotel with a strong sense of place, and a neighbourhood with a renewed stage.

San Francisco Dining Through Design, Craft, and Cultural Expression



From the intimacy of Chinatown dining rooms to the theatrical energy of open-fire kitchens along the waterfront, San Francisco continues to define modern dining through craftsmanship, culture, and layered storytelling. The city's restaurant scene moves effortlessly between refined tasting menus, inventive neighborhood concepts, and heritage institutions that feel deeply rooted in place. Each address reveals a distinct perspective on hospitality, where architecture, service, and cuisine exist in quiet harmony. It is a landscape shaped not by trends alone, but by a relentless pursuit of atmosphere, detail, and memorable sensory experiences.

Valente turns São Paulo's skyline into a layered urban experience



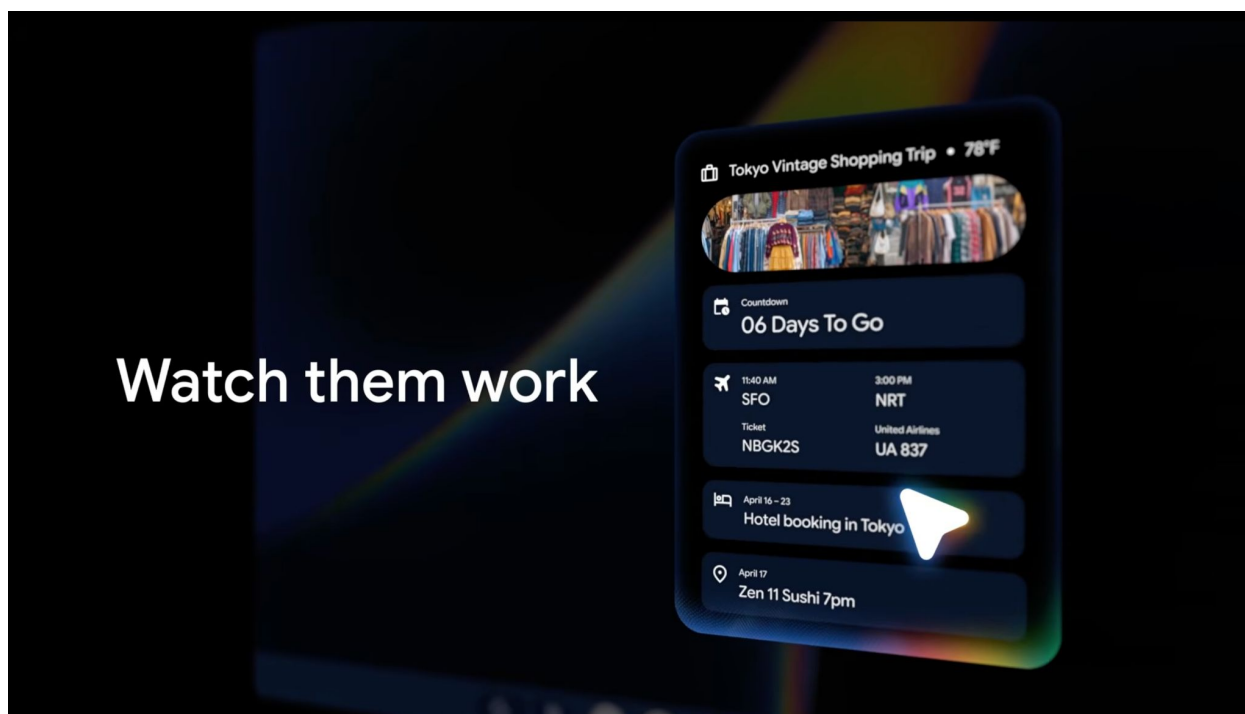
In Pinheiros, Valente rises as a vertical city shaped by movement, privacy and light. Designed by FGMF for Idea!Zarvos, the mixed-use tower brings apartments, offices, shops and restaurants into one expressive structure. Its pixelated façade is more than a visual signature, creating terraces, balconies and shifting shadows that change throughout the day. With generous public edges, planting and a suspended plaza overlooking São Paulo, Valente transforms daily routines into a more fluid relationship with the city.

A Bridgehampton Farmhouse Finds Its Contemporary Summer Rhythm



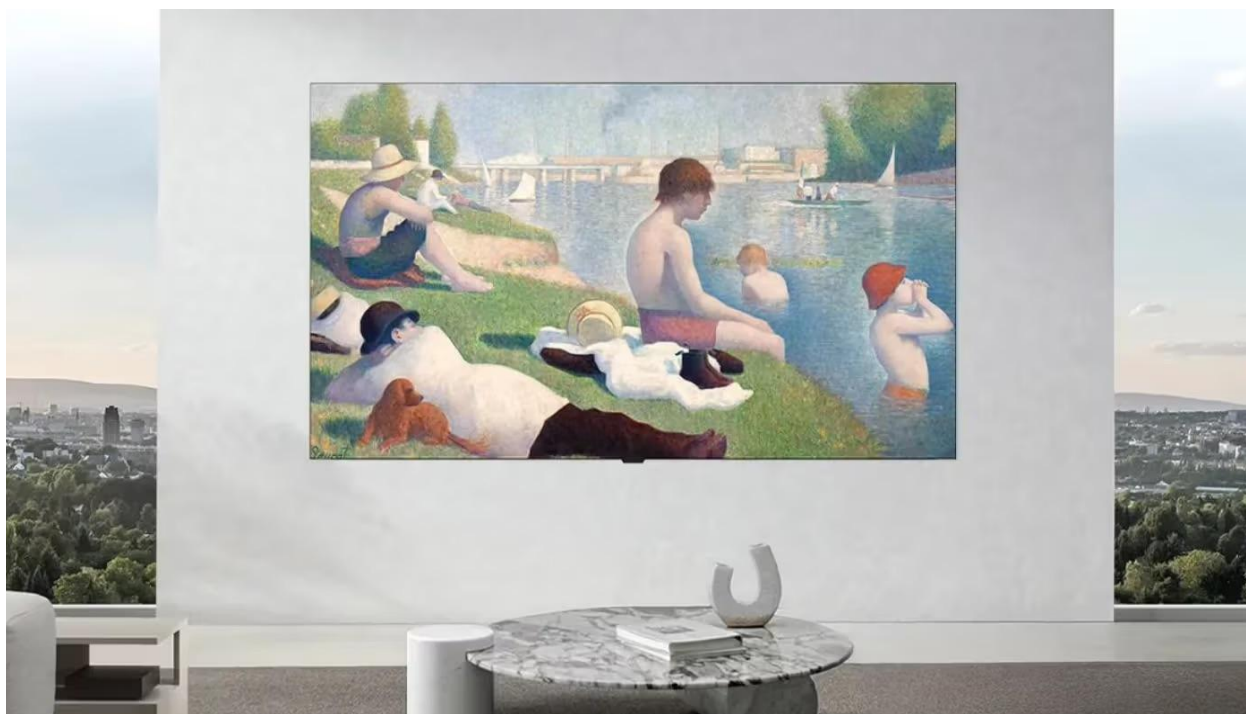
Dunnam Zerbini Design recasts a Victorian farmhouse as a refined Hamptons retreat for modern family life. Working with architect Frank Greenwald, the studio preserves the home's shingle-style character while opening its interiors to light, movement and art. Porcelain floors, pale plaster, handwoven leather and graphic contemporary works create a calm, tactile language. Designed for sand, gatherings and slow summer days, the house balances durability with quiet drama, proving that heritage can feel entirely present.

Googlebook Signals a More Fluid Era of AI-Assisted Personal Computing



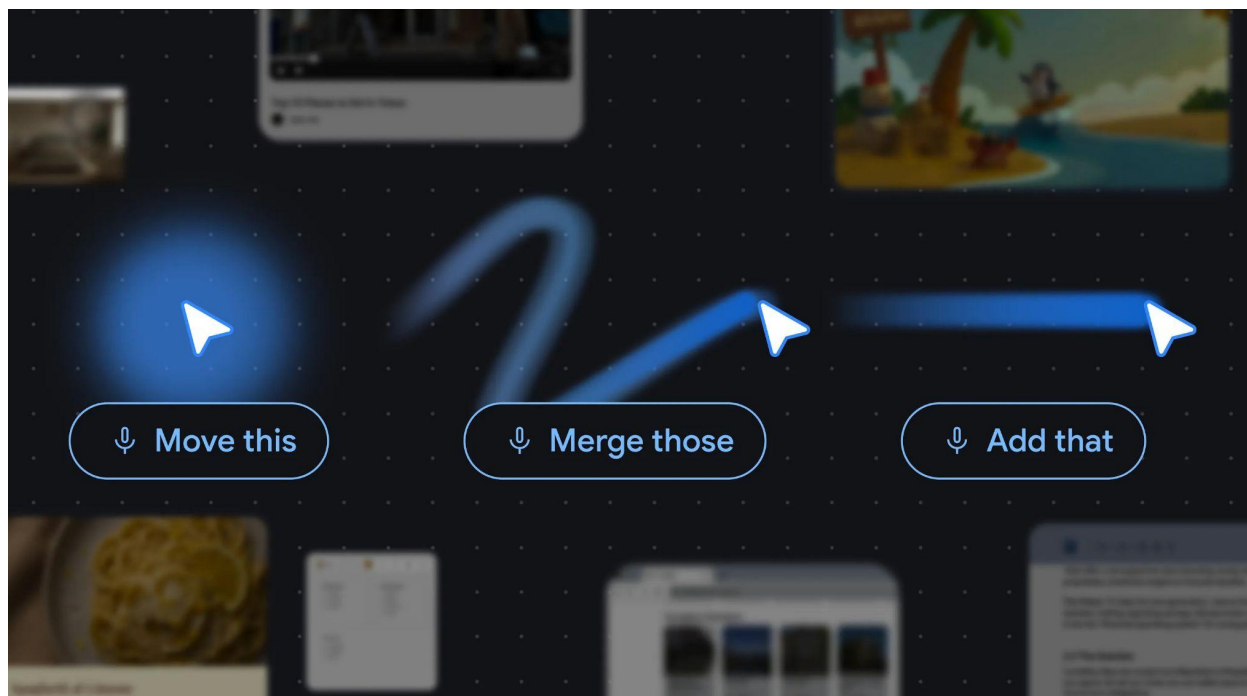
With Googlebook, Google appears to offer its own interpretation of the AI-native workspace emerging across the industry, drawing inevitable comparisons to concepts like Claude Cowork and Open Claw. Rather than positioning AI as a separate assistant, Googlebook weaves Gemini Intelligence directly into the operating system itself, creating a more fluid relationship between creativity, workflow, and everyday computing. The result feels less like a traditional laptop and more like an ambient digital environment designed around intuition, context, and seamless interaction.

LG's OLED evo W6 Redefines the Modern Home Theater Through Radical Minimalism



At just 9.9mm thin, LG's OLED evo W6 transforms the television into an architectural gesture rather than a conventional screen. Designed to sit flush against the wall like a luminous canvas, the flagship display pairs sculptural restraint with quietly advanced engineering. Its wireless Zero Connect Box removes visual clutter entirely, allowing 4K video and audio to flow seamlessly from a discreet external hub. Powered by the Alpha 11 AI Processor Gen3, the W6 balances cinematic brightness, immersive color depth, and ultra-fluid gaming performance with a distinctly refined sensibility fit for contemporary living spaces.

AI Interfaces Begin to Dissolve Into the Gesture of Everyday Computing



Google DeepMind's latest exploration reimagines one of computing's most familiar objects: the mouse pointer. Rather than existing as a passive navigational tool, the cursor becomes an intelligent layer that understands context, intention, and spatial relationships in real time. By combining gesture, voice, and visual awareness, the interface begins to feel less like software and more like an ambient extension of thought itself. It signals a subtle yet profound shift toward frictionless computing, where interaction becomes increasingly fluid, intuitive, and almost invisible.

Nothing Phone 3 Brings Architectural Precision to the Future of Smartphone Design



With the Phone 3, Nothing reimagines the flagship smartphone as an object of industrial expression rather than pure utility. Its transparent construction, sculptural geometry, and circular Glyph Matrix create a visual language that feels closer to contemporary architecture than consumer electronics. Beneath the refined exterior, advanced imaging capabilities and AI-focused performance deliver a seamless, quietly powerful experience. The result is a device that challenges the uniformity of modern technology, offering a more tactile and design-conscious approach to how we engage with the digital world.

Audi's Concept C Signals a Refined New Chapter for Electric Performance



Audi's forthcoming Concept C roadster reimagines the marque's performance lineage through a lens of restraint, precision, and electric innovation. Positioned as the spiritual successor to the TT and R8, the two-seater EV introduces a cleaner, more architectural design language shaped by Chief Creative Officer Massimo Frascella's "strive for clarity" philosophy. A retractable hardtop, tactile aluminum controls, and a concealed digital interface create an experience that feels both futuristic and deeply considered. The Concept C marks Audi's most compelling expression yet of minimalist high-performance mobility.

Patek Philippe's Nautilus returns to the proportions collectors truly wanted



Fifty years after its provocative debut, the Patek Philippe Nautilus returns with quiet conviction. The anniversary editions revisit the codes that made Gérald Genta's design enduring: a slim porthole case, horizontal dial architecture, and an elegance that refuses excess. The 38mm platinum reference feels especially precise, echoing the vintage proportions collectors prize. Alongside white-gold variations and a rare desk clock, Patek Philippe offers not reinvention, but refinement. A reminder that true icons evolve best through restraint.

Stylus NYC turns listening into a richly layered hospitality ritual



Opening on the Lower East Side, Stylus reimagines the private members' club as an acoustic salon, where sound, architecture and culinary craft move in close harmony. Designed by O'Neill Rose Architects, with audio systems by Devon Turnbull and catering led by Michelin-starred chef Anita Lo, its two most intimate rooms explore listening as both retreat and connection. From Subliminal's subterranean hush to Suite 48's city-facing warmth, Stylus makes music feel spatial, social and deeply considered.

Sydney Through the Sunlit Lens of Zimmermann's Effortless Coastal Elegance



Sydney unfolds with the same relaxed sophistication that defines Zimmermann's world, where sculptural coastlines, salt-washed ocean pools, and quietly glamorous dining rooms shape the rhythm of the city. From morning walks along the harbour to long seaside lunches at Bondi institutions, the Australian metropolis reveals a lifestyle rooted in light, texture, and ease. The recommendations from Nicky and Simone Zimmermann capture a version of Sydney that feels instinctively refined yet deeply connected to nature, where design and atmosphere exist in seamless conversation with the sea.

Teenage Engineering Reimagines Portable Audio Through Precision And Playful Minimalism



With the EP-136 KO II Sidekick, Teenage Engineering continues to blur the line between functional technology and collectible design. Compact yet expressive, the device channels the studio aesthetic of analogue music culture into an object that feels tactile, intuitive, and unmistakably contemporary. Beyond its technical capabilities, the appeal lies in how it transforms music-making into a visual and sensory experience, reflecting a broader shift toward technology that values craftsmanship, personality, and emotional connection as much as performance.

Audemars Piguet Shapes A New Era Of Immersive Luxury Hospitality



Inside the AP House concept, Audemars Piguet shifts the traditional boutique into something far more intimate and residential. Conceived as a refined social environment rather than a transactional showroom, each space reflects the maison's enduring connection to craftsmanship, architecture, and cultural exchange. Warm materials, curated interiors, and discreet hospitality create an atmosphere that feels closer to a private members' residence than a retail destination. It is a contemporary expression of luxury where horology, design, and conversation unfold with quiet confidence and remarkable precision.

Glass Takes Center Stage As Milan Design Week Explores Transparency And Light



At Milan Design Week 2026, glass emerged as a medium for atmosphere, reflection, and emotional depth. Across immersive installations and sculptural interiors, designers explored how transparency can soften architecture while amplifying light and movement. The most compelling pieces balanced craftsmanship with experimentation, transforming fragile surfaces into bold spatial statements that expressed modern luxury with subtle sophistication.

Leviathan Redefines Ocean Travel Through Quiet Innovation and Monumental Design



Conceived for Gabe Newell and brought to life by Oceanco, Leviathan moves beyond the conventions of contemporary yachting. Expansive communal spaces, understated materials, and research-driven functionality shape an experience that feels both cinematic and deeply human. Rather than overwhelming with excess, the vessel embraces a more thoughtful rhythm at sea, where technology, craftsmanship, and exploration exist in quiet harmony. From its marine research facilities to its refined social interiors, Leviathan reflects a future where luxury is defined by intention, connection, and enduring design.

How First Class Travel Became Aviation's Most Refined Expression of Modern Luxury



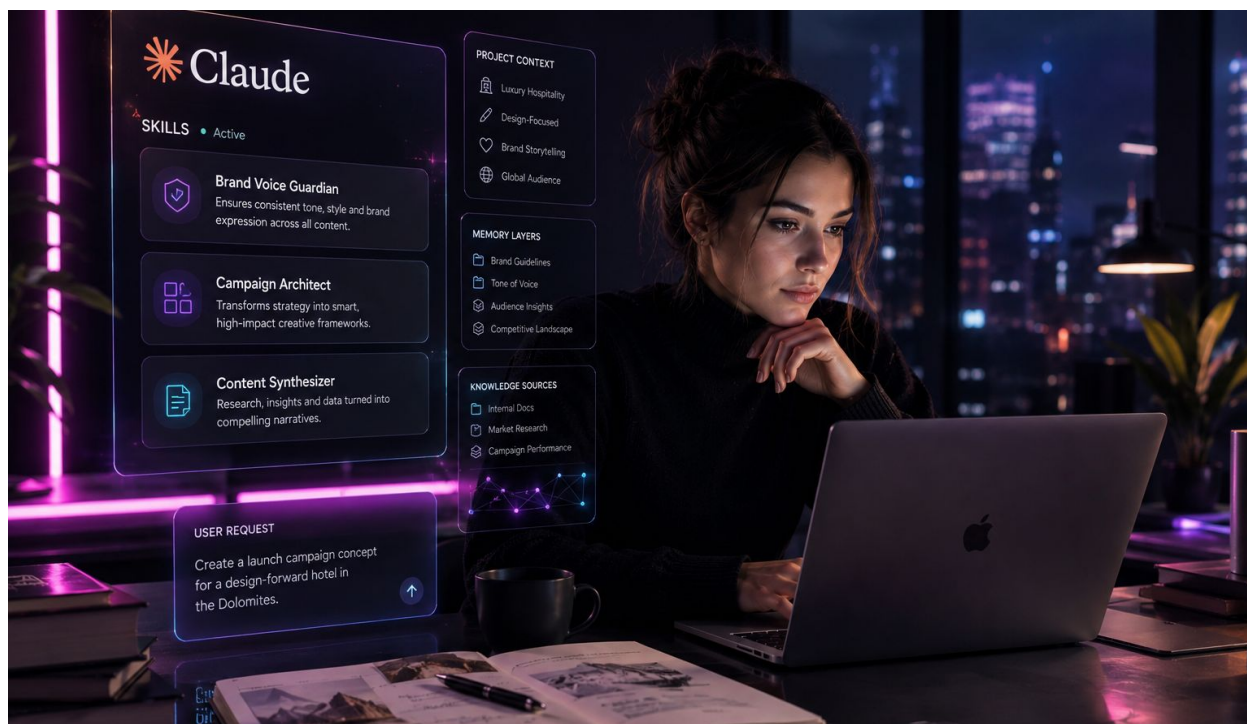
Once defined by excess, first class aviation has evolved into something far more intentional. Today's leading airlines craft experiences shaped by privacy, spatial design, and discreet technology, transforming long-haul travel into a calm and deeply personal ritual. From enclosed suites and ambient lighting to chef-led dining and tailored service, the cabin now reflects the sensibilities of contemporary luxury hospitality rather than traditional air travel. It is no longer simply about reaching a destination in comfort, but about creating a seamless atmosphere where design, precision, and emotional experience quietly converge above the clouds.

Where Earth's Most Surreal Landscapes Blur the Boundary Between Nature and Digital Illusion



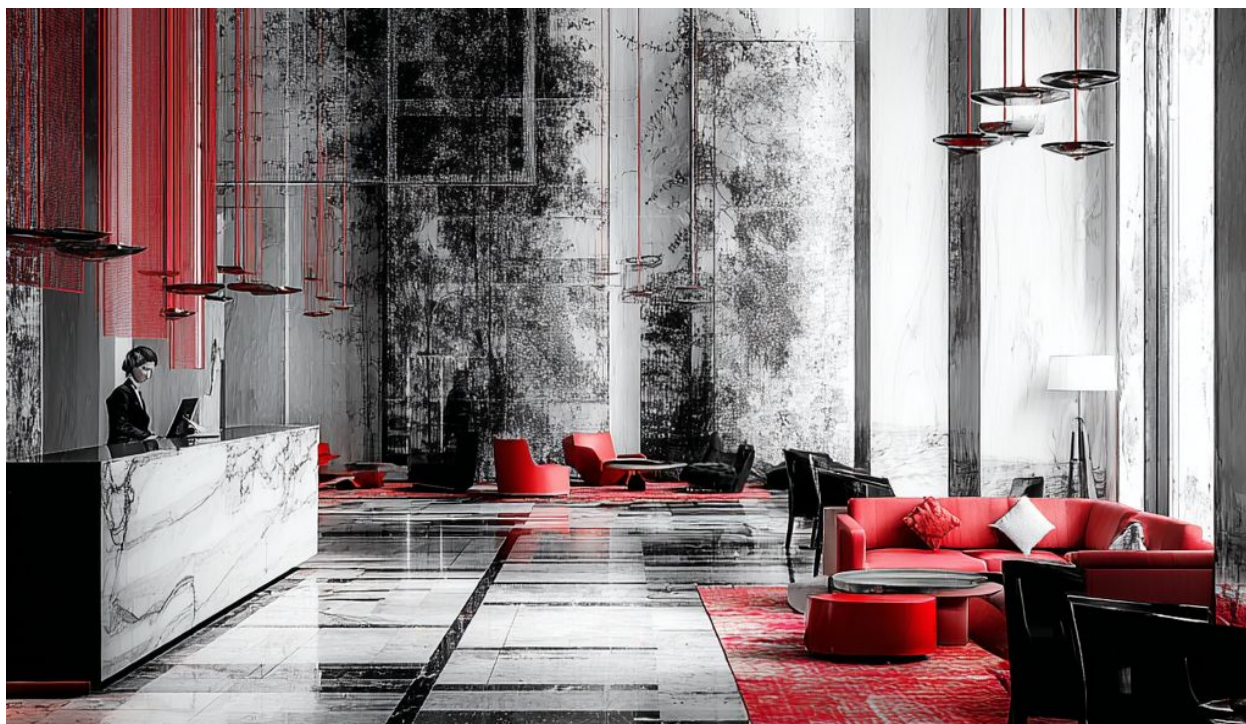
From the sculpted sandstone walls of Zion National Park to the volcanic black shores of Reynisfjara, these destinations possess an almost cinematic precision. Across the striped mineral ridges of Vinicunca and the shifting dunes of the Namib Desert, nature reveals itself as both architect and artist. The result is a collection of landscapes so visually improbable they appear digitally rendered, yet entirely untouched by simulation. A reminder that the world's most extraordinary visuals still belong to the natural world.

How Claude Skills Are Reshaping Creative Marketing Workflows



Claude Skills transform repetitive prompting into a more refined and intelligent creative system. Rather than rewriting instructions for every task, marketers can build structured playbooks that preserve tone, editorial standards, and strategic thinking across workflows. The article explores how reusable SKILL.md frameworks allow AI to operate with greater consistency, drawing from style guides, examples, and connected data only when needed. It is a subtle shift away from fragmented prompting toward curated operational memory, where technology supports craftsmanship instead of overpowering it. For design-conscious teams, the result feels less mechanical and far more intentional.

The Quiet Forces Shaping Luxury Hotel Pricing Beyond Simple Supply And Demand



Luxury hotel pricing is rarely dictated by availability alone. The most exceptional properties build value through perception, atmosphere, and the emotional weight of the experience itself. Design language, cultural relevance, architectural pedigree, and even the cadence of service all contribute to how a stay is positioned in the minds of discerning travelers. In this landscape, pricing becomes a reflection of identity rather than a transactional calculation. The hotels commanding enduring desirability are those that cultivate rarity and resonance, creating environments guests aspire to return to long before considering the nightly rate.

Our *Thoughts*



As this edition came together, one idea surfaced repeatedly across hospitality, design, fashion, and technology: the future feels increasingly human. Not through nostalgia, but through a renewed focus on atmosphere, emotion, and the details that quietly shape experience. The most compelling work this quarter was not driven by spectacle. It was driven by intention, restraint, and cultural clarity.

Across these pages, we observed a shift toward environments that feel immersive without becoming overwhelming. Hotels became more residential. Technology became softer, quieter, and more tactile. From listening rooms in New York to railway dining journeys through Malaysia, the emphasis moved toward sensory connection and crafted rituals. AI also continued to evolve beyond novelty, supporting creativity through structure, precision, and operational memory rather than pure automation.

At the same time, luxury continued to embrace a more refined rhythm. Fashion houses softened tailoring without losing craft. Watchmakers revisited archival proportions with renewed confidence.

Architects and interior designers explored material depth, transparency, and calm spatial storytelling. Across every sector, there was a growing appreciation for objects and spaces that feel considered rather than excessive.

Branding also entered a more emotionally intelligent era. The strongest brands this quarter communicated through feeling, not volume. Whether through sound, light, hospitality, or visual identity, the focus shifted toward resonance over reach.

The message became less about visibility and more about creating lasting cultural presence.

Ultimately, this edition reminded us that the future of luxury will belong to those who design with sensitivity, authorship, and emotional precision. As always, we hope this report serves as a source of perspective for those shaping what comes next across hospitality and beyond.

We'll see you next quarter, with new signals, new conversations, and more reasons to pause.



Let's build the future, *together.*

Influence Society is a creative agency at the intersection of design, technology, and hospitality. We help extraordinary hotels craft compelling brand narratives, blending aesthetics with cutting-edge digital strategies to shape the future of hospitality. Through visionary storytelling, innovative marketing, and deep industry expertise, we empower hotels to stay ahead in an ever-evolving landscape.

SOCIETIES Magazine is a curated exploration of the ideas shaping the future of hospitality. Every insight, trend, and innovation featured here has been carefully selected, with original sources linked for further exploration.

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