

Singita gets the nod from *Vanity Fair* magazine

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The Singita Group has always been synonymous with luxury, and its 12 bespoke lodges and camps in five wilderness regions across three African countries are regularly featured in premium travel and lifestyle magazines. It recently received a nod from haute couture when *Vanity Fair* featured a set of bespoke luggage tags in its annual travel issue, placing the group firmly on the international fashion travel map.



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The luggage tags form part of a full suite of marketing and communication collateral, designed for the group by its design agency Publicis Machine, in line with the group's recently-refined brand image. The full set of collateral includes individual marketing material for each of the Singita Group's iconic lodges across the continent, ranging from lodge stationery and menus, to guest maps, notebooks and eco cards.

The latest offering created by the talented team at Publicis Machine is the *Singita Big Book*, a tour de force of design and narrative that perfectly captures the spirit of Singita, providing its high-end guests with a beautiful memento of their visit, reflecting not only the luxury of the lodge itself but also the incomparable beauty of the African bush.

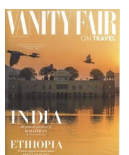
The book is placed in every room at the lodges, for sale as a unique souvenir. Part of the world-class service offered to its guests includes delivery of the Big Book to personal addresses in any corner of the globe, on request.

As the flagship piece of communication, the Big Book is also widely distributed at international travel and trade shows, forming an integral part of the Group's marketing message.

Publicis Machine was tasked with redesigning and refining the book, in line with the group's new brand strategy, which incorporates the three pillars of Conservation, Community and Hospitality.

"At Singita, we believe in acting to preserve Africa's rare natural ecosystems by partnering with stakeholders through luxury hospitality, community upliftment and conservation," says Singita sales and marketing director Lindy Rousseau.

"Since partnering with Publicis Machine as our brand custodian and design agency in 2014, the team has demonstrated a thorough understanding of our business and a passion for our brand. The agency has been a collaborative



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source of strategic support and a valuable design resource, producing beautifully-crafted, bespoke collateral and communications pieces, of which the redesigned Singita Big Book is the latest and perhaps most beautiful. It effortlessly transports the reader to the luxurious African bush, whilst simultaneously capturing Singita's integrated philosophy of sustainable conservation."

The *Singita Big Book* consolidates all the elements that make Singita a 'Place of Miracles', showcasing not only the luxury lodges and splendour of the African surrounds, but also its conservation and community projects, and how these are inextricably linked to Singita's success.

Publicis Machine Group MD Tom Fels, who has been personally involved in the project since its inception, concludes: "Singita is a remarkable client on a wonderful transformational journey toward sustainable conservation. This project is a significant step toward articulating this vision, and will act as a story-telling piece that reaches far beyond Africa's borders, and beyond Singita's borders too, bringing the beauty and bounty of Africa to the world - and hopefully, in this way contributing towards bringing the world to Africa."

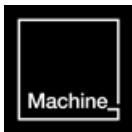
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