

GUESS transforms Morocco's White Camel Resort

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Global fashion label GUESS is taking over the White Camel Resort in Morocco's Agafay Desert with a fully customised brand experience. According to reports, the takeover runs through the Fall 2025 season and sees the resort's décor, furnishings and common-area design reimagined in GUESS's design language.

From branded loungers at the pool to custom-designed signage and decorative accents, the partnership transforms the luxury glamping site into a GUESS-immersive setting.

The choice of Morocco holds personal significance. GUESS co-founder and Creative Director Paul Marciano was born in Morocco, making the desert setting both symbolic and strategic.

Additionally, the takeover coincides with the brand's "One World, One Brand" global conference and approaches its 45th anniversary, reinforcing heritage and lifestyle themes.

What's inside the experience

- Every element at the resort — from décor to table settings — has been re-imagined in GUESS's aesthetic.
- The outdoor spaces, including pool and restaurant zones, receive special attention: branded loungers, customised pool setups and venue signage.
- The setting: the Agafay Desert offers panoramic natural scenery and a serene luxury tent experience—providing a dramatic backdrop for the brand's takeover.

Strategic implications for GUESS

This activation demonstrates how GUESS is evolving from a conventional fashion label into a broader lifestyle brand. By embedding itself into a luxury hospitality environment, the brand is:

- Engaging customers beyond apparel, into immersive experiences.
- Strengthening its brand storytelling by invoking founder heritage (Morocco) and global lifestyle settings.
- Aligning itself with exclusivity and luxury through glamping and desert escape settings.

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