



VOGUE

NL

WELLNESS RETREAT



Vogue Netherlands

WELLNESS RETREAT

In the serene landscape of The Netherlands' countryside, *Vogue* Netherlands invites guests to a transformative wellness experience — a sanctuary of calm where heritage, nature, and modern wellbeing converge. Inspired by British *Vogue's* inaugural retreat at Soho Farmhouse, this Dutch edition will celebrate mindful living, holistic beauty, and inner balance through exclusive sessions, local craftsmanship, and thoughtful brand collaborations. We will serve the guests a 2-day program:

PROGRAM HIGHLIGHTS

Day 1 – Arrival & Connection

Day 2 – Mind, Body & Glow



Day 1

ARRIVAL & CONNECTION

Guests — a curated group of leading voices in wellness, fashion, and creativity — will arrive for an intimate welcome brunch celebrating local ingredients and seasonal cuisine. The day continues with guided meditation and intention-setting led by leading Dutch wellness practitioners, followed by an inspiring panel hosted by *Vogue* Netherlands on The Future of Wellness — exploring balance, longevity, and authenticity in the digital age.

The evening culminates in a candlelit dinner curated by the château's chef, paired with biodynamic wines and conversations on holistic beauty and slow living.



Day 2

MIND, BODY & GLOW

A morning yoga and breathwork session will take place in the gardens, followed by a nourishing breakfast powered by a partnering beauty brand. Throughout the day, guests can enjoy hands-on experiences – from skin rituals and sound baths to personal consultations at the Vogue Beauty Lounge, featuring partner brands of *Vogue* Netherlands.

The retreat will close with a reflective meditation and seasonal lunch – a final moment to recharge and reconnect before returning home.



PARTNERSHIP OPPORTUNITIES

Collaborating brands will be woven seamlessly into the experience — from product rituals and tastings to panel hosting and bespoke activations. Each partnership will reflect authenticity, sustainability, and the pursuit of inner and outer beauty.



BRUNCH OR DINNER



REFRESHING DRINKS



SHUTTLE SERVICE



ACTIVE WORKOUT



BEAUTY LOUNGE



WELLNESS TALK

VOGUE

Vogue Netherlands Wellness Retreat

SPONSORSHIP PACKAGES

Concept: A two-day immersive experience celebrating holistic wellness, conscious beauty, and mindful luxury – hosted by Vogue Netherlands.

HEADLINE PARTNER €75.000

Exclusivity: 1 partner only

BRAND INTEGRATION

- Category exclusivity (e.g. "Presented by [Brand]") across all event materials
- Prominent logo placement on all touchpoints: event signage, invitations, press materials, and Vogue channels
- Bespoke brand activation or experience at the retreat (e.g. guided ritual, tasting, or wellness masterclass)
- Option to co-host an editorial panel with Vogue Netherlands

MEDIA COVERAGE

- 1-page branded content feature in Vogue Netherlands (print) + 1-page announcement of collaboration in pre event issue
- 1-page event recap in Vogue print issue
- 1 Instagram feed post + 3 story sets on Vogue Netherlands official channels
- Inclusion in the Vogue.nl post event & event recap article (with brand integration and backlinks)
- Inclusion in Vogue Nederland newsletter
- PR mention in post-event press release

GUEST ENGAGEMENT

- 2 exclusive guest invitations (for brand representatives or VIP clients)
- Product placement in all guest rooms and Vogue gift bags

SUPPORTING PARTNER €35.000

BRAND INTEGRATION

- Dedicated brand zone or activation space (e.g. beauty bar, treatment corner, tasting table)
- Logo visibility on event materials, digital invites, and event signage
- Opportunity to supply products for the Vogue gift bags

MEDIA COVERAGE

- 1-page co-branded feature in Vogue Netherlands (print) + 1/2 page announcement of collaboration in pre event issue
- 1/2 page event recap in Vogue print issue
- 1 Instagram feed post + 1 story
- Mention and tagging in Vogue's digital post event & event recap article
- PR inclusion in event press release

GUEST ENGAGEMENT

- 1 exclusive guest invitation
- Product inclusion in welcome kits

EXPERIENCE PARTNER €15.000

BRAND INTEGRATION

- Opportunity to host a small-scale experience (e.g. sampling moment, mindfulness corner, or beauty lounge element)
- Logo placement in on-site signage and digital recap content

MEDIA COVERAGE

- 1/4 page announcement of collaboration in pre event issue
- 1/4 page event recap in Vogue print issue
- Mention in Vogue.nl digital post-event & event recap article
- 1 Instagram story tagging the brand
- Product placement in Vogue gift bags

VOGUE

MEDIA COVERAGE OVERVIEW

PRE-EVENT

- Announcement article in *Vogue* print and on *Vogue.nl* introducing retreat and partners
 - Social teaser campaign (Instagram + Newsletter)
 - Social paid campaign (instagram)

DURING EVENT

- Live coverage via Instagram Stories and behind-the-scenes content
- On-site *Vogue* photographer and video crew capturing brand activations

POST-EVENT

- Feature story n *Vogue.nl* ("Inside the *Vogue* Wellness Retreat")
- Inclusion in print editorial recap highlight (*Vogue* Netherlands, following issue)
- Cross-promotion via *Vogue's* media partners and press outreach via press release

A woman with long, flowing red hair is captured in motion, running through a lush green field. She is wearing a dark blue sweater and red plaid shorts. The background is a soft-focus landscape with trees and a path, suggesting a park or natural setting. The overall mood is energetic and fresh.

Join our first
VOGUE WELLNESS RETREAT