

SUNDAY CLUB

CULTURE • MOMENTS • CONNECTIONS

ABOUT US

Deborah and Amelia are friends and long time creative collaborators who worked together at some of London's leading communications agencies - they specialise in luxury and lifestyle PR for renowned global brands.

Tired of big corporates, they set up Sunday Club to work with authentic and boutique brands they believe in and as a way of bringing together other friends, collaborators and creatives spanning communication, events and culture in the UK - and beyond.

Sunday Club offers the best talent to help luxury brands from genuine connections with audiences. The mission is simple: help to tell meaningful stories through impactful tailor-made and targeted strategies.

Being a tight knit, senior team - you get a results driven duo who are an extension of your team and are consistent. It is leading agency level work with a more personable and flexible approach where you actually work with the founders (unlike big agencies who often promise this then don't deliver).

We also made the collective remote and flexible for travel - so we can visit/help on the ground easily.

DEBORAH ARANTES

DEBORAH has over a decade of experience developing creative campaigns for lifestyle brands in the UK, the US and is an Balearic Islands specialist. Harnessing her expertise in comms, branding, events as well as her little black of contacts, she prides herself in implementing effective and results driven publicity for destinations and luxury lifestyle brands.

Experience highlights include: Rosewood Residences, Costa Smeralda, Costa Navarino inc. branded residences, Beaumier Hotels, San Francisco, Tourism Ireland, West Hollywood Travel + Tourism Board, Rosewood Hotels, Red Savannah, Choose Chicago, Visit Seattle, Visit California and Visit Monaco.

Known for her mercurial style, Deborah has built a comprehensive global network of contacts allowing her to link clients, media and locations across the spectrum in fresh, creative ways to make maximum impact.

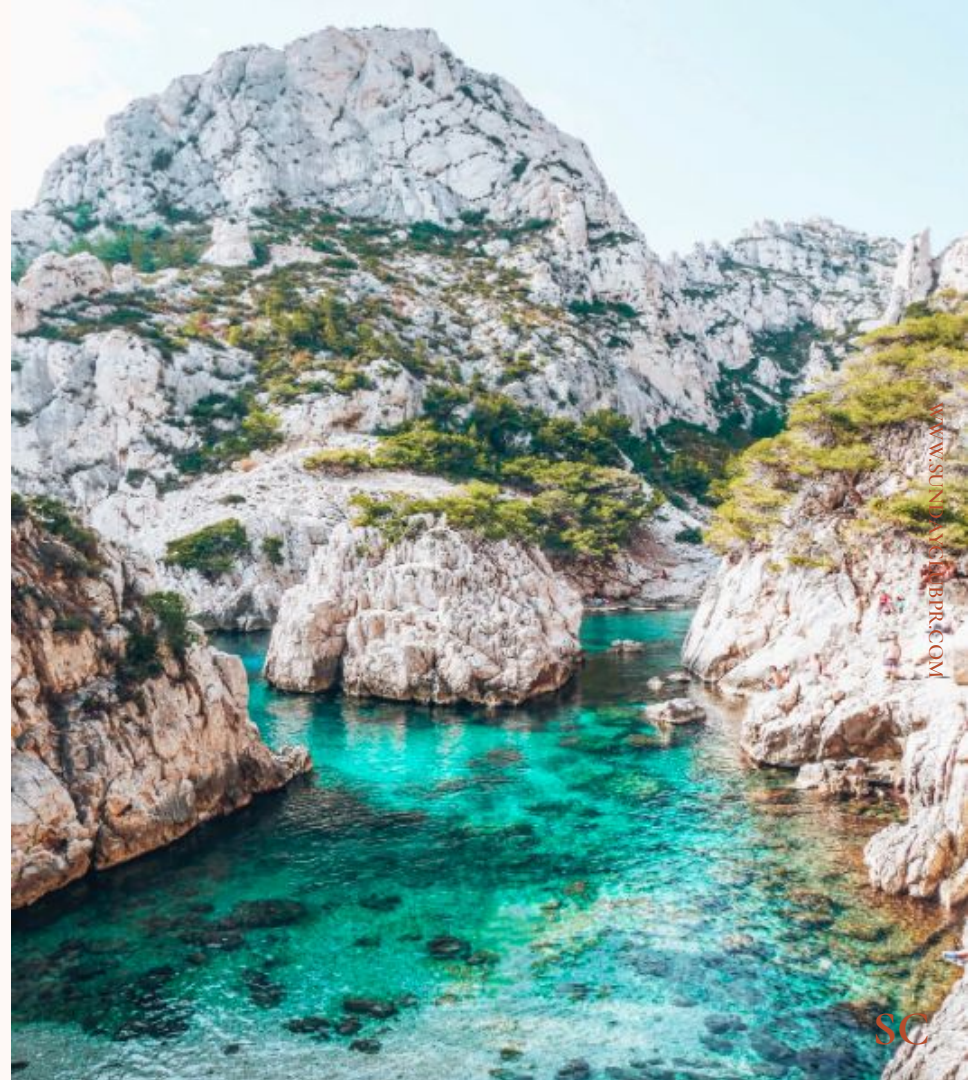


AMELIA STRANGE

AMELIA is a bilingual communications professional with nine years' experience in public relations, specialising in strategic media relations, high-impact storytelling and international campaign delivery. She has extensive experience leading PR strategies for luxury travel and hospitality brands, managing global media outreach and securing high-profile press coverage

Experience highlights include: Heckfield Place, Our Habitas, Viceroy Hotels and Resorts, Rosewood Hotels and Resorts, Mama Shelter, Kisawa Sanctuary, 1 Hotels, Experimental Group, Treehouse London and more.

Amelia lives in Marseille, France, and has strong connections with French journalists across lifestyle and travel, as well as contacts across other European countries.



WWW.SUNDAYMAGAZINEPR.COM

SC

COLLECTIVE

Sunday Club have other specialists in talent and fashion as well as LATAM and French media specialists within its network for project work if needed. For events and production, our partner is CREEPS studio run by the ex-PR for Vivienne Westwood, Michael Pegrum.

We also know a vast network of Chefs and like-minded progressive F&B disruptors should you wish to explore partnership opportunities.



CLIENT CREDENTIALS

- **HIGHLIGHT HOTELS** **please note we have many more connections, but would share a list once SOW agreed*
 - Rosewood Hotels & Residences
 - One&Only
 - Ennismore - Mondrian, SLS, Sanderson
 - rHotels - Treehouse London
 - Villa Collective
 - Experimental Group
 - Auberge Group
 - SIRO hotels
 - Heckfield Place
 - Marriott - Costa Smeralda
 - Park Hyatt - London & Maldives
 - Costa Navarino, Greece
 - Beaumier Hotels
 - The Terrace Rooms & Wine
 - Fforest
 - Kisawa Sanctuary
 - Rockliffe Hall
 - Mambo Group
 - Mama Shelter
 - Viceroy
 - Cary Arms & Spa
 - Merry Harriers

- **HIGHLIGHT TOURIST BOARDS**
 - Costa Smeralda
 - Visit California
 - Tourism Ireland
 - New Zealand Tourism
 - San Francisco Travel Association
 - Choose Chicago
 - Visit Seattle
 - Yosemite Mariposa
 - Mammoth Lakes
 - Newport Beach
 - West Hollywood
 - Balearic Islands
 - Ibiza Tourist Board

- **TECH: TRAVEL & FOOD**
 - Eater London app launch
 - EatClub
 - Nightkey
 - Nikki Beach - retail
 - [Booking.com](https://www.booking.com)
 - Menulog
 - VistaJet
 - Plaza Premium Lounge

CASE STUDIES

THE TERRACE ROOMS & WINE - VENTNOR

Led a strategic PR campaign to position The Terrace Rooms & Wine as a must-visit food and wine destination, while re-shaping perceptions of Ventnor - from a traditional seaside town to an aspirational coastal escape.

Highlights

- **Repositioned the destination** – Shifted Ventnor’s narrative towards an under-the-radar, experience-led hotspot for discerning travellers
- **Elevated culinary credentials** – Positioned the hotel as a leading food and wine destination, driving desirability via strategy partnerships with local restaurants
- **Profiling & credibility** – Built a strong founder and brand story, highlighting expertise, provenance and quality
- **Destination storytelling** – Amplified Ventnor and the Isle of Wight as emerging hubs for food, culture and design-led stays
- **Tastemaker engagement** – Partnered with influential voices to drive cultural relevance and reach new, aspirational audiences
- **Targeted media strategy** – Secured high-impact coverage across UK travel, lifestyle and food titles
- **Press experiences** – Hosted curated stays to immerse media in both the hotel and wider destination experiences

Key wins: FT How to Spend It | The Times | Harper’s Bazaar | MoneyWeek and Telegraph Luxury



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SC

PETUNIA IBIZA

Relaunching the property following a refurbishment when the island was still reeling from a 'post-COVID hangover'. The team devised a campaign with focus on highlighting the quieter side of the island and encouraged travellers to enjoy a 'Slow Ibiza.'

In a crowded marketplace with big brand properties opening at the same time, how could we truly wow media whilst showcasing the other face of Ibiza was crucial tapping into the greater need for wellness getaways post-pandemic?

Highlights

- Commissioned photographer Ana Lui - also Conde Nast Traveller's Mallorca based photographer - to shoot the new property which included a week-long stay to truly immerse in the hotel and 'capture the essence of Ibiza' before the hedonistic party days
- Armed with photography, 'Slow Ibiza' was pitched to several media outlets
- Local partnerships taking guests 'back to nature' including guided hikes with Ibiza Hike Station
- Secured 10-page 'Slow Ibiza' piece in CNT UK including cover image including lead-image across newsletter, social and e-marketing
- Nominated in the 'Best Hotels' category and 'Reader's Choice' spanning UK and Spanish market

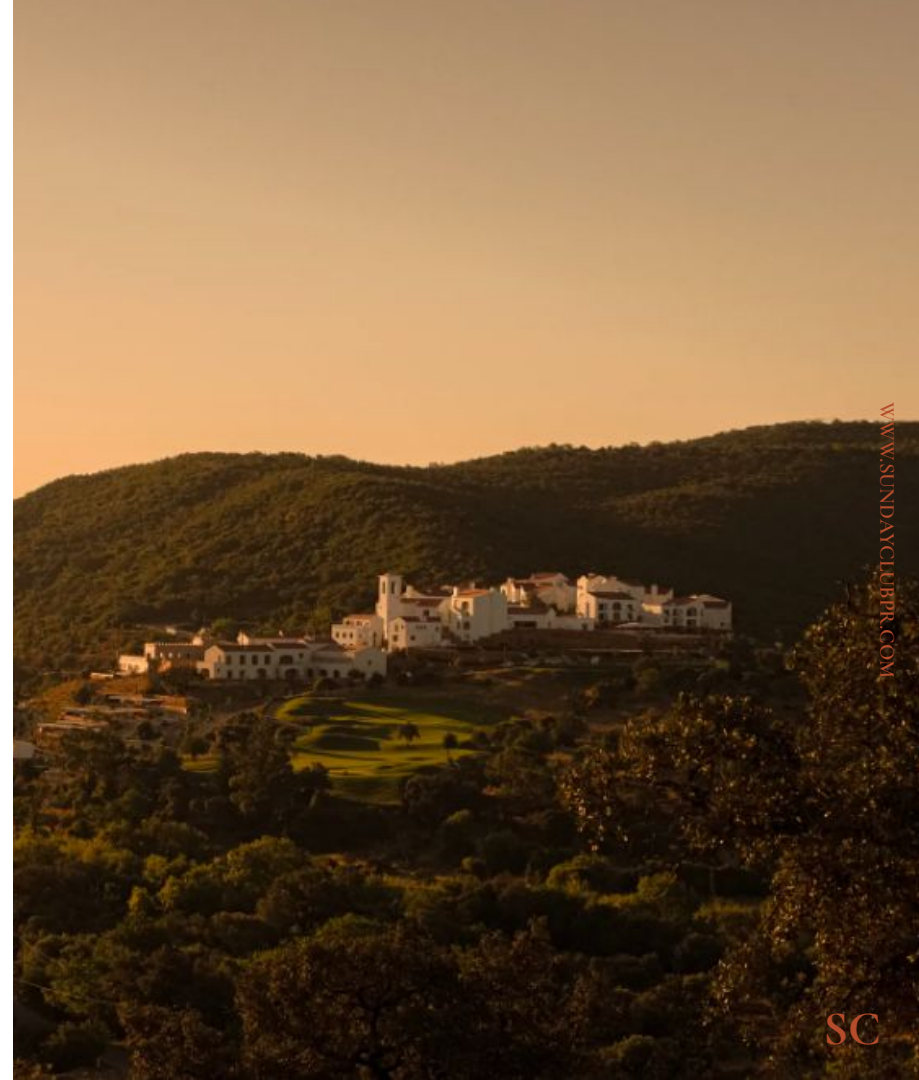


VICEROY AT OMBRIA ALGARVE

Led the European PR launch for Viceroy's debut Portuguese property, introducing the hotel as a new luxury offering in the Algarve. The strategy positioned the resort as a truly authentic Algarvian retreat set in the region's rolling hills, offering a culturally rooted alternative to the overcrowded coastline. The campaign also supported Viceroy's wider brand relaunch, spotlighting its renewed focus on immersive, guest-experience-led hospitality.

Highlights

- Established the hotel as one of the Algarve's most distinctive new openings, highlighting its hillside setting, local architecture, gastronomy and connection to Algarvian culture.
- Delivered a targeted communications programme focused on key UK and European travel and lifestyle media to drive awareness and credibility in priority markets.
- Curated and hosted a multi-day press trip for 8 leading journalists from the UK and across Europe, showcasing the property and surrounding destination.
- Identified and secured relevant brand collaborations to engage aligned audiences and elevate the hotel's profile within the luxury travel and lifestyle space.
- Leveraged the opening to amplify Viceroy's global brand repositioning, reinforcing its focus on experience-led luxury and strong sense of place.



CARAVAN DAKHLA BY OUR HABITAS

To capitalise on the launch of new direct air access from Madrid to Dakhla, we organised a targeted Spanish media press trip to Caravan Dakhla by Our Habitas, positioning the property as a unique gateway to one of North Africa's most exciting emerging travel destinations. Situated on the shores of the lagoon, a global hotspot for kitesurfing, the campaign highlighted the hotel's adventurous spirit and the appeal of this off-the-beaten-track destination for Spanish travellers.

Highlights

- Leveraged the launch of new direct flights from Madrid to Dakhla to create a timely travel narrative for Spanish media.
- Showcased Dakhla as an emerging adventure and lifestyle destination, spotlighting the lagoon's reputation as a world-renowned mecca for kitesurfers.
- Secured top-tier attendance from Condé Nast Traveller Spain, ELLE Spain and Grazia Spain.
- Designed an immersive itinerary highlighting the property, local culture and water sports scene to bring the destination story to life.
- Generated high-profile Spanish media exposure, introducing this remote coastal destination and the hotel to a new audience of European travellers.



GUCCI GARDEN

Launching a world-class museum and restaurant in Florence - Gucci Osteria da Massimo Bottura and Gucci Garden.

Our task was to gain widespread coverage in Italy, France and the UK as well as showcase Chef Karime López as a leading female individual to take the Gucci brand to a new luxury space. The challenge was a small flight budget.

Highlights

- Hosted a number of group press trips with media and influencers from key markets to secure in depth coverage
 - This included day trip immersions to keep costs down
 - We utilised our network of stringers in Italy to keep press trips to the top contacts only
- Brainstormed creative angles and assets to secure widespread coverage for 2 venues with no overnight option for visitors (included luxury trends, designer profiling, seasonal menus, exclusive access and angles for key titles)
- Profiled Chef López in global media and via leading industry speaker and networking events



MISSONI | HUNZA G

As well as traditional comms, SC is experienced in brand curation and partnerships.

Previously, we brokered Missoni x Nikki Beach and Drift beach club in Dubai for a summer takeover including a full cabana design takeover and collaborating on KOL guests for a launch moment.

More recently, we brought together cool girl design studio, Maison Games - who became known for evil eye designs and now is a leader in backgammon and chess boards - with swimwear icon - Hunza G.

We created a bespoke anniversary backgammon beach board in two colour designs with floating/travel adaptable sets. This was so popular it sold out in 2 days and now is a major lifestyle campaign for both brands including plans for press trips and talent gifting next year and beyond.



ESCAPADE SILVERSTONE x FORMULA HEALTH

Launching a utterly unique venue - trackside hospitality, wellness, residences and hotel as well as luxury / UHNW spaces in the outskirts of Oxfordshire.

The challenge was extreme delays to the building - so keeping media interested and covering the news in the pre-launch stages. Our aim was for varied and strong coverage as well as more niche and nuanced targeting for HNW placement.

Highlights

- Showcased full range of PR from mass coverage to understated invites and network introductions
- Secured in depth wellness exclusives in tier 1 UK titles [Times LUXX](#) and [Esquire](#)
- Invited and hosted UHNW groups including the Prince of Nigeria, heiress of Guinness family, the Freud family, major business owners for the GP
- Assisted with art and music programming and invited luxury influencers to drive day moments
- Brokered high end fashion partnerships and events such as VIP experiences with SC client billionaire and fashion designer Brett Johnson



The Silverstone hotel with the best views of the track

At Escapade you can watch all the racing action from your bed, your terrace or even the swimming pool. And if you need a wellbeing pitstop, the F1 osteo Gemma Fisher is in the spa, ready to perform her magic



The vast terrace of Escapade — the premier place to watch the races

ASTRID TEMPLER

David Green | Thursday March 27 2025, 6.00am, The Times

SNAPSHOT TALENT

Nick Grimshaw Birthday, NoMad

Kate Moss, Nick Grimshaw, Daisy Lowe, Alexa Chung, Pixie Geldof, Henry Holland, Davina McCall, Vogue, ES, Tatler

Joali & Soneva Trips

Margot Robbie, Sophie Turner, Anne Hathaway, Joe Wicks, Luke Evans, Naomie Harris

One & Only Trips

Sofia Richie, Normani, Ed Westwick and Amy Jackson, Lila Moss, Jonas brothers, Joan Collins, Naomi Campbell

Storm x Bird in Hand dinner

Spencer Sisters, Delevingne sisters, Jazzy De Lisser, Archie Hamilton, Mary Charteris, Jack Guinness, Lily Allen



TESTIMONIALS

Ashley Fahey, co-founder of The Terrace Rooms & Wine:

"Working with Deborah elevated our entire culinary program. Their PR strategy captured the essence of our food and wine experiences, securing features in top travel and gastronomy publications. Thanks to their storytelling, we saw a surge in bookings for our tasting weekends and private dining events. Their passion for hospitality shines through every detail."

Ajesh Patalay, travel and drinks writer FT HTSI:

"As a travel writer, I'm constantly approached by PR professionals but working with Deborah has been a standout experience. Her pitch for the Isle of Wight food angle was thoughtful, relevant and perfectly timed. Deborah understands both the needs of the media and the nuances of travel storytelling, making every collaboration seamless and inspiring."

Caroline Van Praagh, founder of Peers Communications:

"Collaborating with Deborah has been an absolute pleasure over the years. We've worked together for over five years now and she always brings fresh, creative ideas to every client project and consistently deliver beyond expectations. Our clients love her energy and she has a genuine care for relationships which makes her a standout in the PR world."

Kathleen Johnston, GQ:

"I've worked with Deborah for years and have always found her resourceful, creative and reliable - she understands journalists' needs and motivations and the stories that inspire them."

TESTIMONIALS CONTD.

Josep Sastre, GM Petunia Ibiza:

“Partnering with Deborah was a game-changer for Petunia. Her deep understanding of the luxury travel market –particularly what resonates with discerning Ibiza visitors–was evident in every aspect of our PR strategy. From positioning our boutique hotel as a must-visit destination to securing coverage in top-tier international publications. She anticipated trends, connected us with the right audiences and elevated our profile globally.”

Amira Hashish, ex Evening Standard lifestyle editor and; design editor for Mr & Mrs Smith; events for Soho House:

“Deborah is a fabulous force of nature. A joy to collaborate with, she is the gold standard of contemporary PR and branding. She nurtures relationships with her clients and journalist network to ensure there is a strong synergy between the brand she is working with and the story that is being told. She has a robust and relevant understanding of the media landscape and is a trusted source for journalists and tastemakers who are seeking lifestyle and hospitality content that will chime with their platforms. Deborah is the first person I would bring on board to spread the word about a project the world needs to know about and my go-to for story ideas that feel fresh and exciting. In short, she’s a PR powerhouse.”

Hannah Evans, The Times & Sunday Times:

“I love working with Deborah. She is brilliant at her job, an excellent communicator, has great ideas and, most importantly, incredible fun.”

Rose Hipwood, founder of the Luxury Safari Company::

“I absolutely love working with Debs! She totally gets my clients and has a real passion for conservation which is so important when handling safari clients.”



Thank You!

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