

Second-hand chic gives hotel homely feel

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Hotel X is a concept hotel in Maastricht that is furnishing its rooms with second-hand items that consumers offer up for auction. The hotel is asking for products from chairs and tables to art works, posters, pottery, boardgames and even plants.

Why it matters

Each room is unique and connected to the people whose belongings it contains. Will we see more hotels proactively asking consumers for help designing their rooms as another example of brands sharing control with their consumers? It also taps into the trend for helping consumers make money as well as spend it.

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