



## The Ultimate Comfort

The moment I put on one of those plush hotel bathrobes (or dressing gown) and matching slippers I know my vacation has started. I suddenly feel all comfy and relaxed 😊. And you?

## The History of Robes<sup>1,2,3,4</sup>

Robes were among the first clothes ever worn, and their use dates back centuries. They were the easiest garments to produce and were typically made of flat, easily measured and sewn panels of cloth.

Dressing gowns, bathrobes, and pajamas migrated to Europe during the 1500s and 1600s. The dressing gown and bathrobe evolved from the Turkish and Persian “Banyan”, a loose-fitting robe worn for comfort. The word “pajamas” comes from Iranian words “Pai Jamahs”, referring to the soft, loose-fitting pants worn by people in the Middle East (especially in Turkey, India, and Iran).

Up to the 20<sup>th</sup> century, shirts of any kind were seen as underwear, to be worn under one’s regular day clothes. It was considered unseemly to appear in the presence of guests ‘in your shirtsleeves’. If you had to, you were expected to wear your dressing gown over your shirt 😊.

In the 19<sup>th</sup> century, dressing gowns became more elaborate and extravagant. Women's dressing gowns were often made of luxurious fabrics like satin, adorned with lace or embroidery. They were designed to be worn while entertaining guests at home or during morning routines. Men's dressing gowns also became more refined, incorporating elements of tailoring and featuring fine fabrics like velvet or brocade.

In the 20<sup>th</sup> century, the dressing gown evolved to cater to changing social norms and fashion trends. The rise of ready-to-wear clothing and the decline of formal dressing at home led to more casual and comfortable dressing gowns. Fabrics like terry cloth and flannel became popular choices for their softness and absorbency, making them suitable for after-bath or morning wear.

During World War II, Japanese fashion captured the imagination of the West, encouraged by the presence of American forces in Japan. Kimono-style robes

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<sup>1</sup> <https://www.throughouthistory.com/?p=4303>

<sup>2</sup> <https://www.houseofrolfe.com/journal/eight-enchanting-facts-robles-from-ancient-origins-to-modern-elegance>

<sup>3</sup> <https://www.bownoflondon.com/en-im/blogs/news/the-origin-and-evolution-of-dressing-gowns-from-practicality-to-luxury>

<sup>4</sup> <https://www.shoplotuslinen.com/blogs/news/the-history-of-bathrobes-from-ancient-times-to-modern-day>

gained popularity, (Nikimono , a small nod to my mother 😊) often serving as an alternative to jackets or coats.

The mid-20<sup>th</sup> century witnessed the continued popularity of robes, largely influenced by Hollywood's romanticization of luxurious loungewear. Movie stars such as Marilyn Monroe and Elizabeth Taylor were frequently captured in photographs wearing elegant and stylish robes, further fuelling the desire for these garments.

Today, dressing gowns continue to be valued for their comfort and versatility. Their popularity extends beyond the confines of the home, with many luxury hotels and spas providing them as part of their amenities.

## **Hotel Bathrobes**<sup>5,6,7</sup>

High-end hotels are investing in luxurious bathrobes to appeal to new generations. Many upscale hotels now prioritize the selection of premium fabrics (like Turkish cotton), thoughtful designs, and meticulous craftsmanship for their bathrobes.

Fun fact: in 2021, in the UK, a linen supplier to five-star hotels launched lush bathrobes for dogs. The robes were described as 'super soft, fluffy and irresistibly cute' and available in white 'with a smart black checked trim and in a range of sizes'. Each robe came with a hood and a Velcro tie waist. There was also an option to add a personal touch with tailored embroidery. In addition, a pooch-pampering option was unveiled by Hilton in the form of a dog menu. Clearly a dog's heaven 😊!

Wearing a luxurious bathrobe in my hotel room I cannot help but think about '*the face behind my comfort*' (housekeepers). They certainly deserve a bonus for

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<sup>5</sup> <https://www.theguardian.com/fashion/shortcuts/2017/apr/26/animal-print-denim-why-luxury-hotels-upping-bathrobe-game>

<sup>6</sup> [https://www.dailymail.co.uk/travel/travel\\_news/article-9530123/Linen-supplier-five-star-hotels-Tielle-Love-Luxury-launches-plush-bathrobe-DOGS.html](https://www.dailymail.co.uk/travel/travel_news/article-9530123/Linen-supplier-five-star-hotels-Tielle-Love-Luxury-launches-plush-bathrobe-DOGS.html)

<sup>7</sup> <https://www.linkedin.com/pulse/relationship-between-bathrobe-quality-perceived-luxury-brand/>

keeping my room and other hotel amenities clean and comfy, therefore ensuring that I enjoy my hotel experience to its fullest. Unfortunately, I don't have cash in my pockets to leave a tip. This is why offering a mobile tipping solution like **Tip&Go** is a must for hotels, as it ensures that guests can reward staff quickly and easily for their excellent service.

**Francis Léonard CEO**



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