

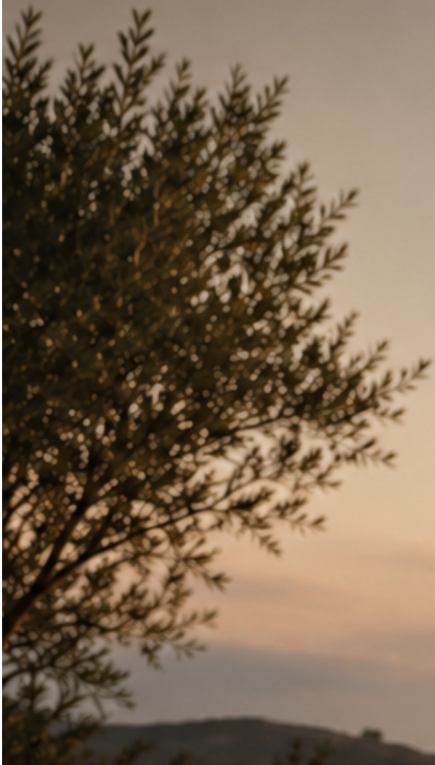


Moon & Meadow



RITUALS FOR A MORE MEANINGFUL LIFE

A RESTORATIVE HOSPITALITY BRAND





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1. A PERSONAL INTRODUCTION

I created Moon & Meadow from a deep belief that we are living in a time where connection is easier than ever, yet many people feel more disconnected—from themselves, from others and from the present moment.

The pace of modern life, constant stimulation and endless demands leave little room for pause. As a result, true restoration has become one of the greatest luxuries we can offer.

Through my years of living and working across Jamaica, the United States and Scandinavia, I have seen how different cultures express hospitality. What remains universal is this: when people feel genuinely cared for, in environments that invite them to slow down and be present, something powerful shifts.

I believe hospitality has a unique ability to help people reconnect with themselves—to create moments of calm, clarity and meaning that stay with them long after they leave.

I believe the future of hospitality will not only be measured by how well it serves guests, but by how deeply it restores them.





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2. WHY NOW?

THE OPPORTUNITY



DIGITAL OVERLOAD

We are more connected than ever, yet more distracted, more scattered and more removed from the present moment. People are craving spaces that help them unplug and reconnect with what truly matters.



STRESS IS THE NEW NORMAL

The pace of modern life leaves little room to rest. Guests are seeking relief, balance and a sense of calm that allows them to reset.



THE WELLNESS ECONOMY IS THRIVING

Wellbeing has moved from a trend to a priority. People are investing in their physical health, mental clarity and emotional resilience.



A DESIRE FOR MEANINGFUL TRAVEL

Today's travellers are looking for more than new places. They want experiences that enrich their lives and leave a lasting impact.



THE SEARCH FOR EMOTIONAL EXPERIENCES

Guests no longer measure a stay by thread count or views. They remember how a place made them feel—cared for, inspired, restored and truly seen.





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3. WHAT IS MOON & MEADOW?

Moon & Meadow is a restorative hospitality brand helping hotels intentionally design experiences that leave guests feeling calmer, more connected and genuinely restored.



We combine sensory design, meaningful rituals, wellbeing principles and emotional guest experiences to help hotels create moments that go beyond service.



SENSORY DESIGN

We design with the five senses to create environments that invite calm, presence and connection.



RITUALS

We transform everyday moments into intentional rituals that help guests slow down and be present.



WELLBEING

We support balance and restoration through experiences that nurture the mind, body and emotions.



EMOTIONAL EXPERIENCES

We focus on how guests feel—creating memories that stay with them long after they leave.



Tea is one expression of our philosophy—a beautiful, comforting ritual that connects and restores.
But Moon & Meadow is not a tea company.
It is a philosophy for a more meaningful hospitality.





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4. OUR PHILOSOPHY

Restoration should be designed, not left to chance.



In today's world, true restoration is no longer a luxury—it is a necessity. Hospitality has the power to create the conditions for guests to pause, breathe and return to what matters.



SLOWING DOWN

When we slow down, we create space. Space for the mind to quiet, the body to relax and the senses to awaken.



PRESENCE

Presence is the doorway to meaningful experiences. It allows guests to fully experience the moment, rather than simply pass through it.



HUMAN CONNECTION

The most memorable moments in hospitality are rarely about what we provide, but how we make people feel. Connection is at the heart of lasting impact.



EMOTIONAL MEMORY

Guests may forget the details, but they remember how a place made them feel. Emotional memory is what turns a stay into something that stays with them.

When we design for restoration, we create experiences that transform not only a stay, but how guests return to their lives.



5. THE FIVE S'S OF RESTORATIVE HOSPITALITY™



Five senses. One purpose. To help guests feel more present, more connected and genuinely restored.



SIGHT

Creates visual environments that inspire calm and clarity.



SOUND

Shapes an acoustic experience that encourages stillness and presence.



SCENT

Evokes emotion and memory to create a sense of comfort and belonging.



SIP

Transforms a simple cup into a meaningful ritual of pause and connection.



SENSATION

Engages the sense of touch to ground, comfort and restore.





6. THE RESTORATIVE GUEST JOURNEY™



Designing meaningful moments throughout the guest experience.



The most memorable stays are shaped by more than exceptional service. They are created through a sequence of thoughtfully designed moments that influence how guests feel before they arrive, throughout their stay and long after they return home.

The Moon & Meadow Restorative Guest Journey™ provides a framework for helping hospitality brands intentionally design those emotional moments—creating experiences that encourage guests to slow down, reconnect and leave feeling genuinely restored.

Every property already possesses unique strengths. Some create remarkable arrival experiences, while others excel at comfort, wellbeing or fostering a sense of belonging. Rather than applying a one-size-fits-all approach, Moon & Meadow works alongside each property to understand its existing guest experience and identify opportunities to enhance it in ways that feel authentic to the property's identity, culture and operational reality.



*We don't replace what makes a property exceptional.
We help reveal its full restorative potential.*



Introduced through the Moon & Meadow Guest Journey Assessment™, ensuring every implementation reflects the unique character and capabilities of each property.





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7. HOW MOON & MEADOW CAN SUPPORT HOSPITALITY



We partner with hotels to create experiences
that restore, connect and leave a lasting impression.



GUEST JOURNEY STRATEGY

Helping hotels design
emotionally memorable
guest experiences.



SENSORY RITUALS



TEA



SOUND



SCENT



MATERIALS



MOMENTS OF PAUSE

Curating sensory touchpoints
that invite guests to slow down
and be present.



CONSULTING & ASSESSMENT

Helping properties
identify opportunities
to create more restorative
guest journeys.



*Together, we design experiences that
make guests feel genuinely restored.*





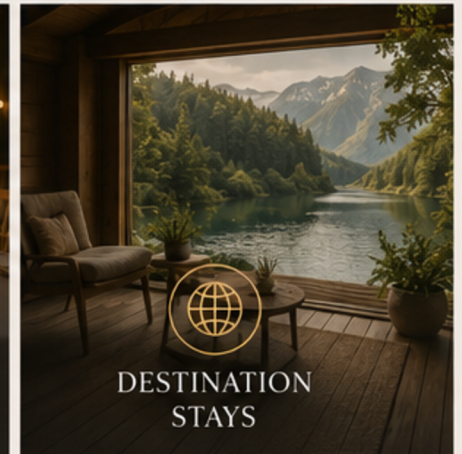
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8.

EXAMPLES OF APPLICATIONS



Restorative experiences. Thoughtfully designed for every kind of stay.



*Different places. One philosophy.
Restoration at the heart of every experience.*



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9.

CURRENT DEVELOPMENT



Building the foundation for restorative hospitality.

CURRENT FOCUS



DEVELOPING THE MOON & MEADOW PHILOSOPHY
Restoration at the heart of every experience.



FIVE S'S FRAMEWORK™
Sight. Sound. Scent. Sip. Sensation.



RESTORATIVE GUEST JOURNEY™
Designing meaningful moments throughout the guest experience.



GUEST JOURNEY ASSESSMENT™
Helping properties identify opportunities to create more restorative guest journeys.



SENSORY PARTNERSHIPS
Collaborating with experts in scent, sound, materials and more.



TEA RITUAL COLLECTION
Curating purposeful tea rituals that invite pause and presence.



HOSPITALITY COLLABORATIONS
Working alongside forward-thinking hotels and wellbeing brands.



Thoughtfully creating the tools, partnerships and experiences that will help hospitality brands shape a more restorative future.



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10. LOOKING AHEAD



Moon & Meadow's vision is to become a trusted partner for premium hospitality brands seeking to create restorative guest experiences through thoughtful rituals, sensory design and emotional connection.

*Because the most memorable stays don't simply
change where people have been.
They change how people feel when they leave.*





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11. ABOUT THE FOUNDER



*The story behind Moon & Meadow—
a philosophy born from experience, observation and purpose.*



INTERNATIONAL PERSPECTIVE

Over more than two decades living and working across Jamaica, the United States and Scandinavia, Simone has experienced hospitality through many cultures and traditions.

Every place. Every stay. Every lesson.



THE BEGINNING OF MOON & MEADOW

Moon & Meadow was born from a simple observation: today's world has created a greater need for experiences that help people slow down, reconnect and return to themselves.

Over the past two years, that observation evolved into a philosophy of restorative hospitality, rooted in meaningful rituals, sensory design and emotional wellbeing.



THE FOUNDER'S BELIEF

Exceptional hospitality is more than beautiful spaces and outstanding service. It is about creating environments where people feel calmer, more present, more connected and genuinely cared for.



A CONTINUOUS JOURNEY

The philosophy behind Moon & Meadow continues to evolve through research, conversations with hospitality professionals, property visits and a simple guiding question: *How can hospitality intentionally help people feel better?*



*I don't believe hospitality simply changes where people travel.
I believe it has the power to change how people return to their lives.*

Simone





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*We believe the future of hospitality
lies in experiences that restore,
reconnect and leave a lasting
emotional impression.*

We would be honoured to explore
how Moon & Meadow can support
your vision for meaningful hospitality.

Thank you.



WEBSITE

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