



# MONDRIAN

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## WHY INVEST IN MONDRIAN

ACCOR GLOBAL DEVELOPMENT

FEBRUARY 2019



A GLOBAL LIFESTYLE HOSPITALITY COMPANY



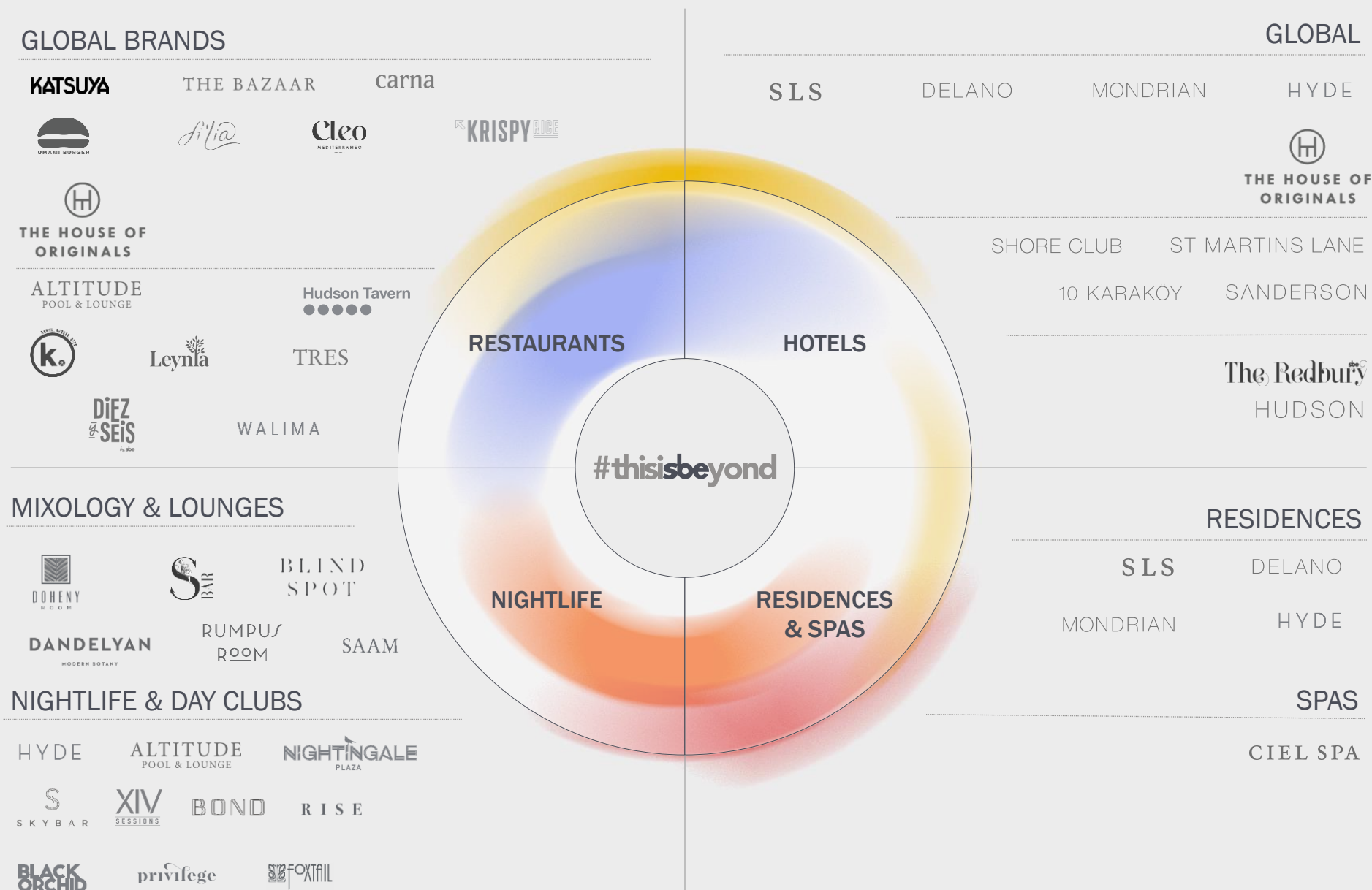
# MISSION STATEMENT

A global tribe of individuals, partners and progressives, devoted to creating extraordinary experiences for our community throughout our proprietary brands—**we are sbe.**

Visionaries at the forefront of hospitality, cuisine, design, residences and entertainment, our lifestyle moments are forged with highly-curated and passionate service. We are committed to **authenticity, sophistication, mastery and innovation.**

**Our stage is the world. Our time is now.**

# FULL CIRCLE LIFESTYLE EXPERIENCE



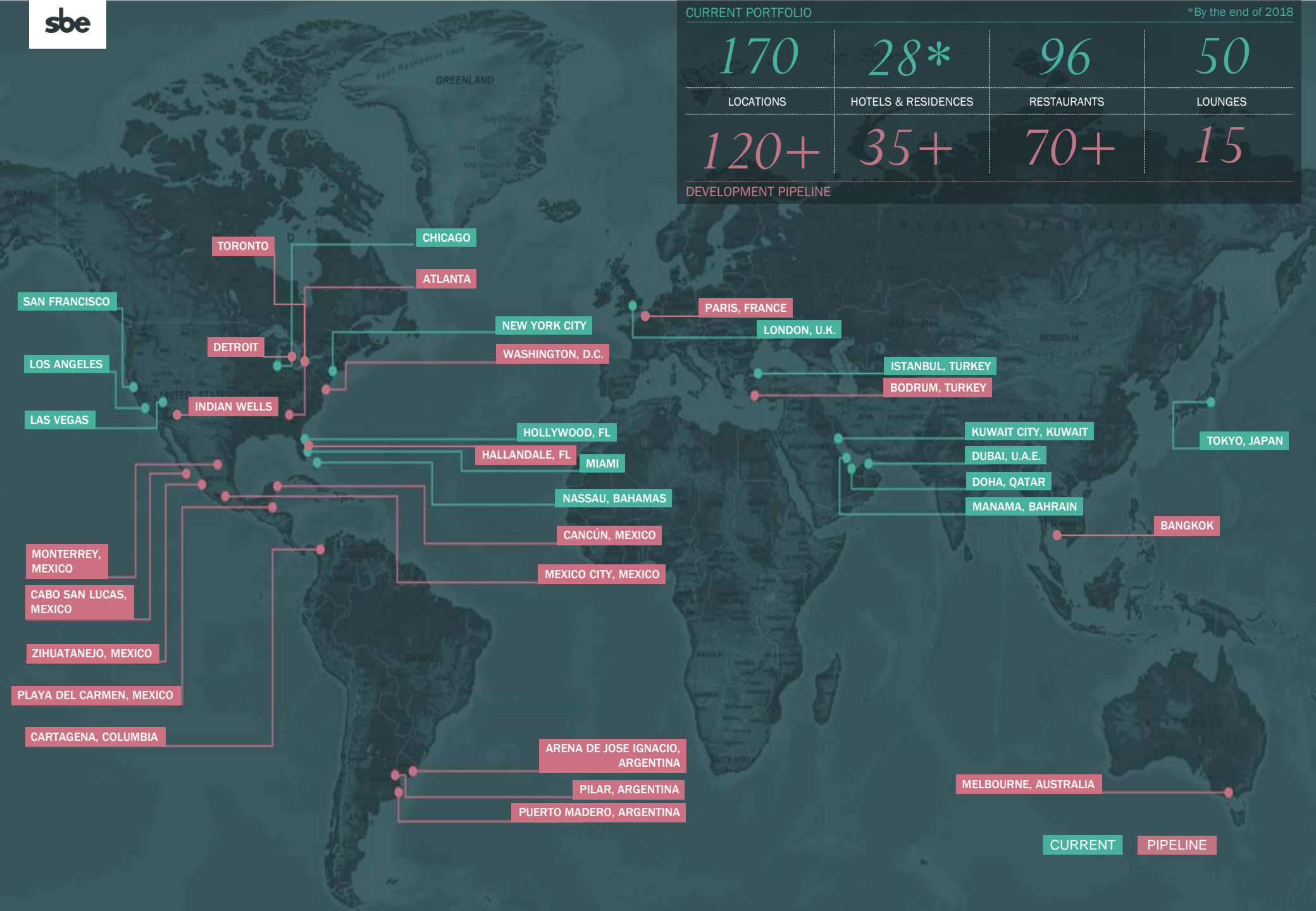




CURRENT PORTFOLIO

\*By the end of 2018

|                      |                     |             |         |
|----------------------|---------------------|-------------|---------|
| 170                  | 28*                 | 96          | 50      |
| LOCATIONS            | HOTELS & RESIDENCES | RESTAURANTS | LOUNGES |
| 120+                 | 35+                 | 70+         | 15      |
| DEVELOPMENT PIPELINE |                     |             |         |



# DAKOTA

Dakota Development is a division of sbe. With industry-leading expertise and cutting edge design partners, Dakota Development has successfully master planned and developed a range of internationally acclaimed properties.

## DESIGN COLLABORATORS



**PHILIPPE STARCK**

SLS Atlanta  
SLS Beverly Hills SLS  
Brickell  
SLS Las Vegas  
SLS South Beach  
Mondrian L.A.  
Delano



**AVENUE INTERIORS**

SLS Baha Mar  
SLS Beverly Hills Renovation



**PIERO LISSONI**

SLS Cancún  
SLS Puerto Madero  
SLS Washington, D.C.



**LENNY KRAVITZ DESIGN**

SLS Las Vegas  
SLS South Beach



**TOM DIXON**

Mondrian London



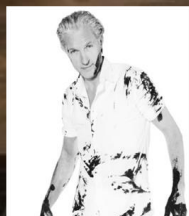
**YABU PUSHELBERG**

SLS LUX Brickell



**DAVID ROCKWELL  
THE ROCKWELL GROUP**

Hyde



**MARCEL WANDERS**

Mondrian South Beach  
Mondrian Doha

# DISRUPTIVE

With professional entertainment and renown chefs, Disruptive Innovation Lab has designed amazing culinary and nightlife concepts.

## CULINARY COLLABORATORS



**MARTIN HEIERLING**

Chief Culinary  
Officer, sbe



**JOSÉ ANDRÉS**

*The Bazaar*  
SLS  
Michelin-

Starred



**KATSUYA UECHI**

*Katsuya*  
SLS/Mondrian  
Delano

James Beard  
Award Winner



**MICHAEL SCHWARTZ**

*Fi'lia*  
SLS/Mondrian/  
Hyde/Delano

James Beard  
Award Winner



**DANNY ELMALEH**

*Cleo*  
SLS/Mondrian  
Hyde/Delano



**JOSE ICARDI**

*Leynia, Diez y Seis*  
SLS/Mondrian  
Hyde/Delano



**DARIO CECCHINI**

*Carna*  
SLS



**DANIEL BOULUD**

*French Concept*  
SLS  
James Beard  
Award Winner



**MAKOTO OKUMA**

*Pan-Asian Concept*  
SLS  
James Beard  
Award Winner



LEVERAGE THE

# sbe Platform

Providing our development partners an opportunity to program a one of a kind destination experience.

## 40 BRANDS

Established & diversified portfolio of iconic luxury lifestyle hotel, residence, culinary & entertainment brands.

## TEAM

Best-In-Class team of Senior Executives, Chefs, Designers, Promoters.

## MARKET

Expansive footprint across the world's leading gateway markets.

## INNOVATION

Proven brand & concept incubator of culinary and entertainment concepts.

## NETWORK

Access to shared services, including a centralized platform providing sales, marketing, social media, influencers, partner and vendor databases, events partnerships and sponsorship support.

## SINGLE SOURCE

Unique 360 approach to hospitality with turnkey solutions for branding, development\* and management of a property.

# MONDRIAN

## THE MISSION

Mondrian is a way of travel. With its groundbreaking design and progressive programming it is a “must” destination for locals or travelers. Mondrian is always at the heart of the most exciting cultural scenes in the world, serving up innovation and creativity for everyone. Mondrian provides a playful framework so that guests and locals alike can immerse themselves in the culture of each city it inhabits. At Mondrian, anything you want is yours... and we do it with an international level of service, everywhere.

There is nothing like Mondrian. With staircases to dream upon, giant bells to welcome guests and the most inventive design in hotels, Mondrian is a version of wonderland. The design is the most clear expression of the thoughtfulness and creativity that goes into making every guest feel that they are discovering a world plugged into a culture curated exclusively for them.

**CULTURAL CONNOISSEUR**  
**DESIGN INNOVATOR**

**INTERNATIONAL**  
**PLUG & PLAY**



## CULTURAL CONNOISSEUR

- Mondrian is at the cultural center of a city. It recognizes the culture of a place and expands what that culture can be
- Mondrian is always at the heart of the most exciting cultural scenes in the world, serving up innovation and creativity for everyone

## A “MUST DESTINATION” FOR LOCALS AND INTERNATIONAL TRAVELERS

- Each property's design elements are rooted directly in the city in which it resides – featuring local artists, designers and chefs
- Mondrian provides a playful framework so that guests and locals alike can immerse themselves in the culture of each city it inhabits

## THE sbe PLATFORM

- Unique lifestyle living expertise to program a one of a kind destination experience
- Unique expertise in design, restaurant & nightlife concepts with reknown interior designers & chefs
- Unique full circle approach to hospitality with turnkey solutions for branding, development, management of a property



631 rooms  
3 hotels

270 rooms  
1 hotel

901 rooms  
4 hotels

AMERICAS

AFRICA-MIDDLE EAST

TOTAL

200 rooms  
1 hotel

150 rooms  
1 hotel

350 rooms  
2 hotels

DEVELOPMENT PIPELINE

MONDRIAN PARK AVENUE

MONDRIAN ATLANTA

MONDRIAN SOUTH BEACH

MONDRIAN LOS ANGELES

MONDRIAN DOWNTOWN LOS ANGELES

MONDRIAN POLANCO, MEXICO CITY  
MONDRIAN DEL VALE, MEXICO CITY

MONDRIAN PLAYA DEL CARMEN

MONDRIAN DUBAI

MONDRIAN DOHA

CURRENT

PIPELINE



## MONDRIAN

LOS ANGELES

14,000 Square Feet

195 Suites

236 Key Count

1 Penthouse

**Philippe Starck**

Designer

**Food & Beverage**

**SKYBAR**

**Fi'lia**

### Amenities

Swimming Pool / Fitness Center

### Awards

2018 Tablet Hotel Awards; Best Nightlife, North America

### Property News & Headlines:

**TRAVEL+LEISURE**

*"Mondrian is the most happening place in LA"*

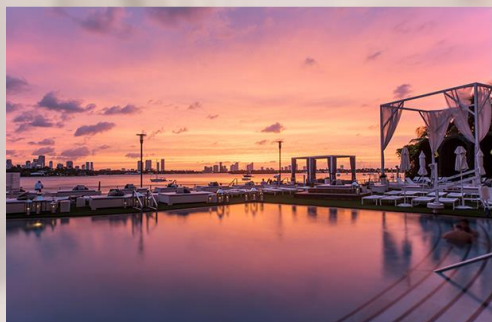
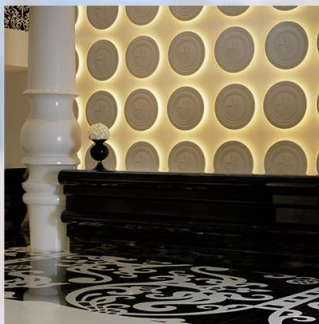
**SURFACEHOTELS**

*"Drips with Hollywood glamour—the ivy-covered rooftop pool lounge, Skybar, is an A-list magnet"*

**Traveller**

*"Where L.A. Comes to Play"*





**MONDRIAN**  
SOUTH BEACH

**15,000** Square Feet

**215** Key Count

**102**  
Suites

**Marcel Wanders**  
Designer

**Food & Beverage**

**Mondrian Bar**

**Mondrian Caffe**

### Amenities

Fitness Room / GUYandGIRL Spa / Recreational Water Sports  
Boat Slip Marina with Private Dock Master

### Awards

2017 Condé Nast Traveler Readers' Choice Top Hotels in Miami

2014 Miami New Times "Best of Miami", Best Hotel

### Property News & Headlines:

CONDÉ NAST  
**Traveler**

*"A surreal maze of whimsical lounge pillows, "kissing corners" and arcane passageways centered on a stylish bayfront swimming pool"*

**FASTCOMPANY**

*"Fanciful, exuberantly patterned confection overlooking Biscayne Bay"*



## MONDRIAN

PARK AVENUE

**4,000** Square Feet

**180** Key Count

**1**

Penthouse Suite

## Philippe Starck

Designer

## Dakota Development

Developer

### Amenities

Access to Luxury Gym

### Food & Beverage

Cleo

15 Stories

Boogie Woogie

### Property News & Headlines:

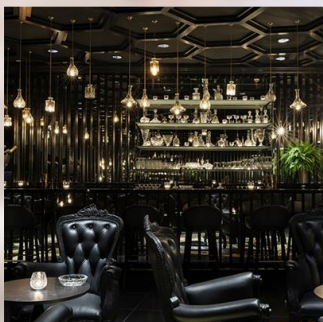
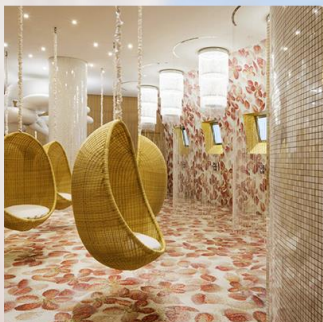
**BOUTIQUE design**

*"DON'T BE SHY. That's the message of the theatrical Mondrian brand."*

**TOWN&COUNTRY**

*"The 50 Most Luxurious Hotels In New York City"*





**MONDRIAN**  
DOHA

**26,000** Square Feet

**211** Key Count

**59**  
Suites

**Marcel Wanders**

Designer

**South West Architecture**

Architect

#### Amenities

ESPA Spa / Rooftop Pool

Fitness Center / Bridal Suite

#### Awards

2018 Fact Magazine Dining Awards, Doha: "Best Overall" Morimoto; "Best Newcomer, Fine Dining" Cut By Wolfgang Puck

#### Food & Beverage

**Morimoto**

**CUT by Wolfgang Puck**

**Walima**

**Hudson Tavern**

**RISE**

**Black Orchid**

**Smoke & Mirrors**

**Magnolia Bakery**

#### Property News & Headlines:

**Forbes** "Mondrian Doha debuts with the most decadent bridal suite in the world"

**Robb Report** "Mondrian Doha is a lavish feast for the senses"

**LUX life** "Luxury is Defined at the Mondrian Doha"





# UPCOMING OPENINGS

MONDRIAN

DTLA

OPENING

Coming soon

KEYS

282 MONDRIAN

RESIDENCES

240

PARTNER/DEVELOPER

The Peebles Corporation

ARCHITECT/DESIGN

—

CONTRACT

Managed

## Property News & Headlines:

urbanize.LA

*“City’s Chief Legislative Analyst recommends that Los Angeles officials select a joint venture between MacFarlane Partners, the Peebles Corporation, and Claridge Properties to develop Angels Landing, a coveted property adjacent to the Angels Flight railway.”*





# UPCOMING OPENINGS

## MONDRIAN

PLAYA DEL CARMEN

OPENING

2021

KEYS

100

RESIDENCES

—

PARTNER/DEVELOPER

Howard Hospitality Group

ARCHITECT/DESIGN

—

CONTRACT

Licensed

Property News & Headlines:

...



# UPCOMING OPENINGS

MONDRIAN

ATLANTA

OPENING

2022

KEYS

189

RESIDENCES

—

PARTNER/DEVELOPER

—

ARCHITECT/DESIGN

—

CONTRACT

Licensed

Property News & Headlines:

...





# UPCOMING OPENINGS

## MONDRIAN

DUBAI

OPENING

2020

KEYS

150

RESIDENCES

85

PARTNER/DEVELOPER

Al Hamla Real Estate  
Investments

ARCHITECT/DESIGN

Tristan Auer

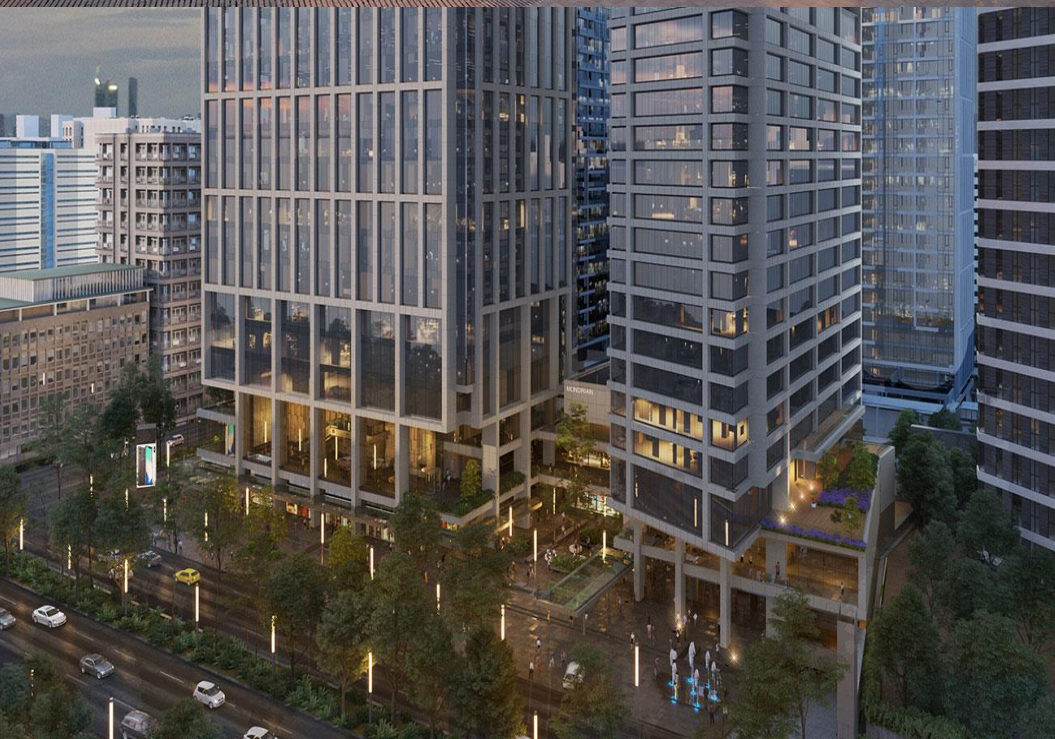
CONTRACT

Managed

Property News & Headlines:

...





# UPCOMING OPENINGS

## MONDRIAN

POLANCO

[Return to Pipeline List](#)

OPENING

2021

KEYS

144

RESIDENCES

126

PARTNER/DEVELOPER

—

ARCHITECT/DESIGN

—

CONTRACT

Licensed

Property News & Headlines:

...





## ICONIC ELEMENTS: LOCAL CULTURE

*Inspired by the cities that they reside in.*

Mondrian by design is a brand that allows each property to have a personality of its own – and that comes through in unique design elements inspired by the city they reside in.



## ICONIC ELEMENTS: OVERSIZED ELEMENTS

*Our design is always surprising.*

Mondrian properties around the world feature signature design elements that represent the locale and the mindset of the designer.





## ICONIC ELEMENTS: THE STAIRCASE

*From the mind of Marcel Wanders.*

Each Mondrian that has been designed by Marcel Wanders features the iconic staircase – from South Beach to Doha – it is always a focal point of the hotel from a design perspective.



# CIEL SPA

To pamper your every need and  
create an exceptional and  
soothing relaxation experience  
that exceeds your expectations

Designed with an unerring eye for luxury, comfort and state-of-the-art technology; Ciel Spa is a place of escape where recharging the inner spirit and enhancing physical well-being come from true and spirited innovation. All SLS guestrooms feature Ciel Reserve bath amenities.

REFINED RELAXATION

A PLACE TO REVITALIZE

CELESTIAL ESCAPE



# MONDRIAN RESTAURANT BRANDS

**Cleo**  
MEDITERRÁNEO

*fi'lia*

**KATSUYA**

  
**UMAMI BURGER**

**Hudson Tavern**  
●●●●●

  
**Leynla**

**DiEZ  
SEIS**  
by sbe



# MONDRIAN NIGHTLIFE BRANDS

## NIGHTLIFE & DAY CLUBS

HYDE

BLACK  
ORCHID

BOND

R I S E

S  
SKYBAR

privilege

## MIXOLOGY & LOUNGES

DANDELYAN  
MODERN BOTANY

  
DOHENY  
ROOM

RUMPU\$  
ROOM



# MONDRIAN BRAND BOOK

## MISSION

Mondrian is a way of travel. With its groundbreaking design and progressive programming it is a "must" destination for locals or travelers. Mondrian is always at the heart of the most exciting cultural scenes in the world, serving up innovation and creativity for everyone. Mondrian provides a playful framework so that guests and locals alike can immerse themselves in the culture of each city it inhabits. At Mondrian, anything you want is yours... and we do it with an international level of service, everywhere.

8102-0005 DOWIE INKVISION

4

## CORE VALUES

## VISIONARIES

**RAM NAZARIAN**  
FOUNDER & CEO, SBE

With an uncompromising entrepreneurial instinct and personal drive, Ram Founder and CEO Ram Nazarian has been a transformative force in revolutionizing contemporary hospitality. He has contributed to defining the future of global luxury hospitality, launching award-winning hotels, residences, restaurants and nightlife. His recent work of the most sought-after lifestyle brands including SS B Hotel and Residences, the lifestyle Residences, the Razer By J&J Andros and Hyde Lounge, Hotels & Residences, to mention a few.



**Our stage is the world.  
Our time is now.**

**Freedom is the only style.**



**PHILIPPE STARCK**  
MONDRIAN LA & MONDRIAN PARK AVENUE

Philippe Starck brought his minimalist style to Mondrian LA and revolutionized the interiors for Mondrian Park Avenue. He continues to work from his own signature to create vibrant and vibrant spaces. His creative vision is the heart of the Mondrian brand, creating a world of architectural beauty. Starck first won interior design acclaim for his work on significant venues in Montreal, Paris and Dubai as well as former French president François Mitterrand's private residence at the Elysée Palace. Starck went on to create a larger world through love, poetry and humor.

**Good design should improve things.**



**TOM DIXON**  
MONDRIAN LONDON

Tom Dixon rose to prominence in the mid 1980s as "the hottest industrial designer with a line in welded salvage furniture". By the late 1990s he was working for the Italian furniture giant Cappellini, for whom he designed the iconic "10" chair. In the 1990s, Dixon was a household name in the design field. In 2000, Tom's work was formally awarded CBE by the Ministry of the Queen in Paris.

**MARCEL WANDERS**  
MONDRIAN SOUTH BEACH & MONDRIAN DOHA

Marcel Wanders is a leading product and interior design studio based in Amsterdam, with over 1,000 iconic product and interior design experiences all around the globe to create clients and premium brands. Marcel has made it his mission to create an environment of love, fun with passion and create our most exciting designs come true. In this universe, the goodness of our customer is inspired instead by the spirit, fun and creative of different ideas, vividly brought to life in the contemporary moment.

**An honest lie is better than a boring truth.**



## Cultural Connoisseur

Mondrian is at the cultural center of a city. It recognizes the culture of a place and expands what that culture can be.

## Design Innovator

Mondrian always has the best design. It looks to the future rather than following a trend. The design is powerful because it is rooted in a story.

## International

Mondrian spans the globe and welcomes the world and its influences through its doors.

## Plug & Play

Mondrian is always ready to play. It is set up for the guest's enjoyment whatever that might be. All they need to do is plug into the Mondrian mindset.

## GUEST EXPERIENCE

**The Mondrian guest:**  
Travels the world and loves the cities  
Enjoys a drink but only the best crafted cocktails  
Knows good style and dresses to show it off  
Parties when it's time for fun but takes pride in the quality of their work  
Understands the luxury of good service at the right time in the right space

Looking for a hotel  
Finds a new world

Looking for a place to stay  
Finds a personal space

Looking for a business trip  
Finds excitement

Looking for somewhere to eat  
Finds exclusive restaurants

Looking for a bar  
Finds the world's best cocktails

Looking for a new city  
Finds a new culture

# MONDRIAN PRESS & ACCOLADES

## MONDRIAN LA

Mondrian is the most happening place in LA.

**TRAVEL+**  
**LEISURE**

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The Hotel Rooftop:  
Expensive Drinks, Priceless Views

The 189-rooms Mondrian Park Avenue, at 30th Street and Park Avenue South, occupies what was once a 15-story office building, to which five stories have been added. The hotel's former rooftop is now a lounge called Fifteen Stories, with a 3,000-square-foot space enclosed by a glass structure and a 2,000-square-foot wraparound terrace overlooking both Park Avenue and 30th Street.

**The New York Times**

## MONDRIAN DOHA

Mondrian Doha debuts with the most decadent bridal suite in the world.

**Forbes**

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The best of British  
(with color, quirk, and whimsy).  
Hot List 2015 – Design Stars

Condé Nast  
**Traveler**

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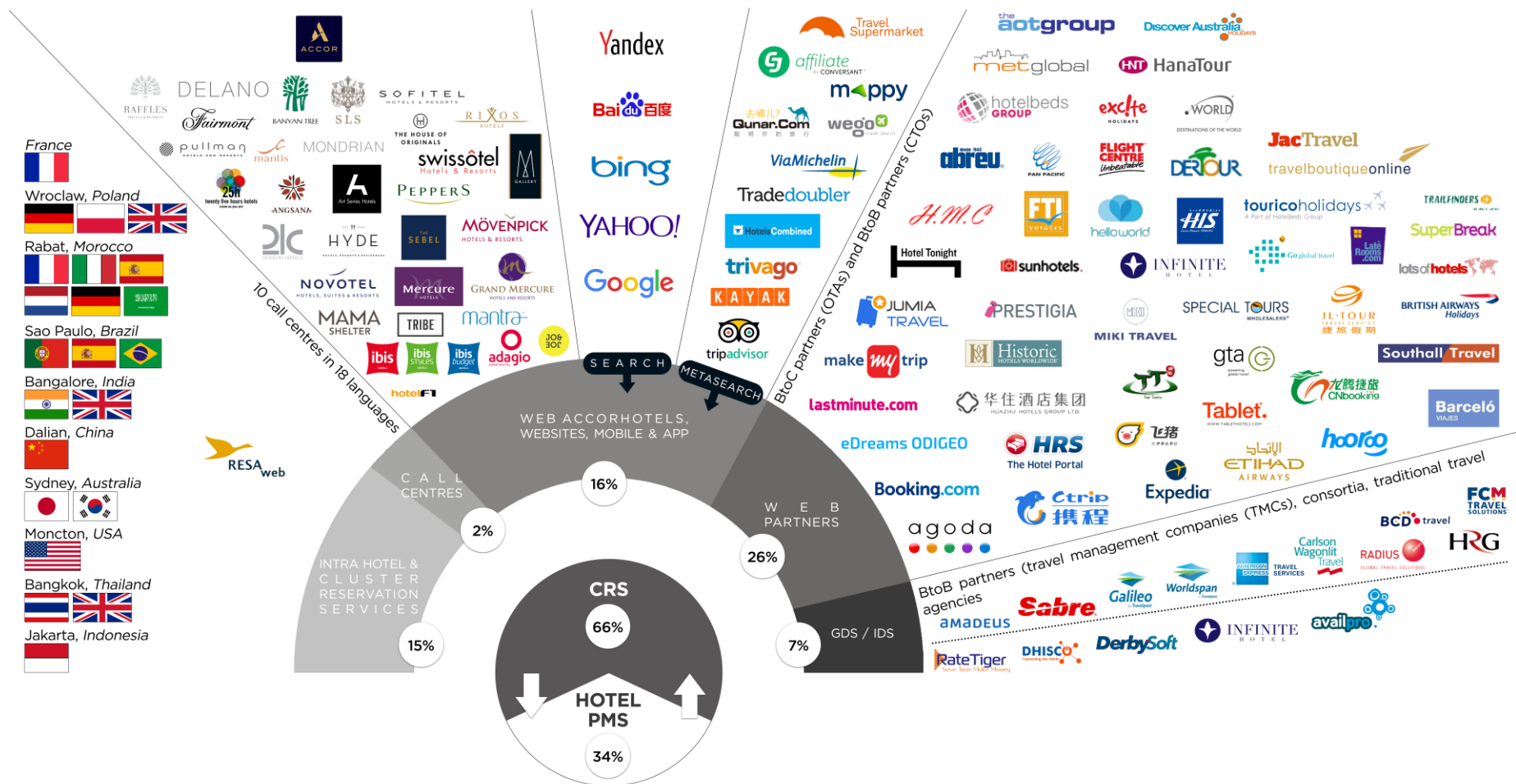
The fanciful, exuberantly patterned confection overlooking Biscayne Bay, is the bairnchild of Marcel Wanders, the 45-year-old Dutch designer.

**FAST COMPANY**

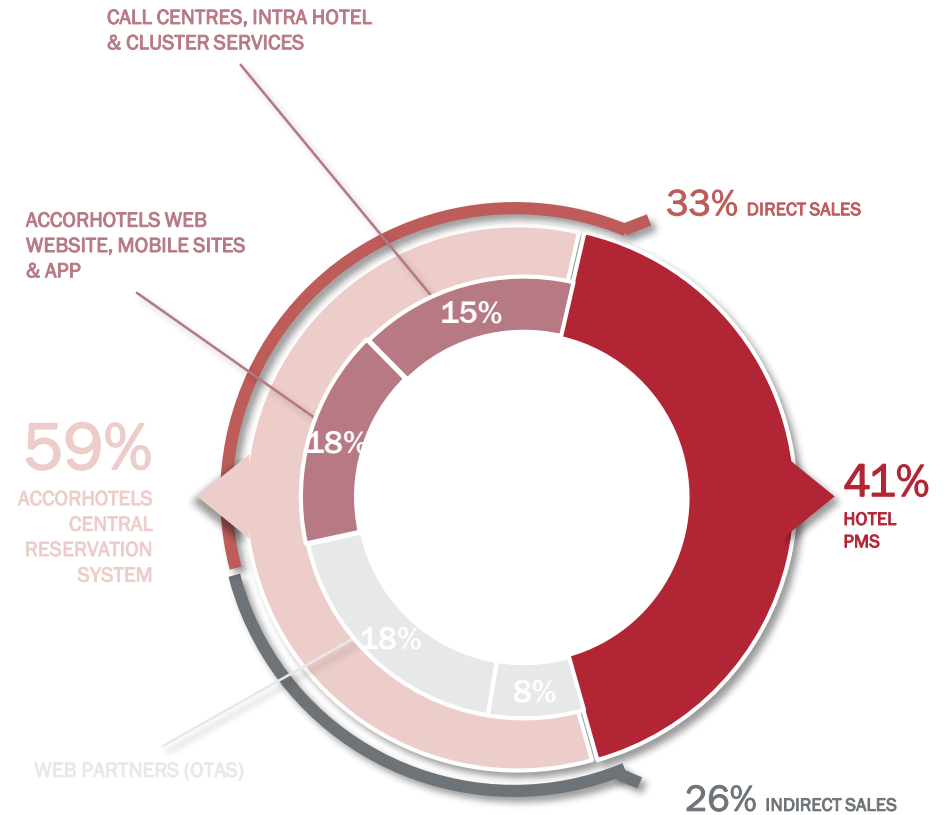


## ACCOR DISTRIBUTION SOLUTION

>110 Global Distribution Channels at **Best Market Conditions**



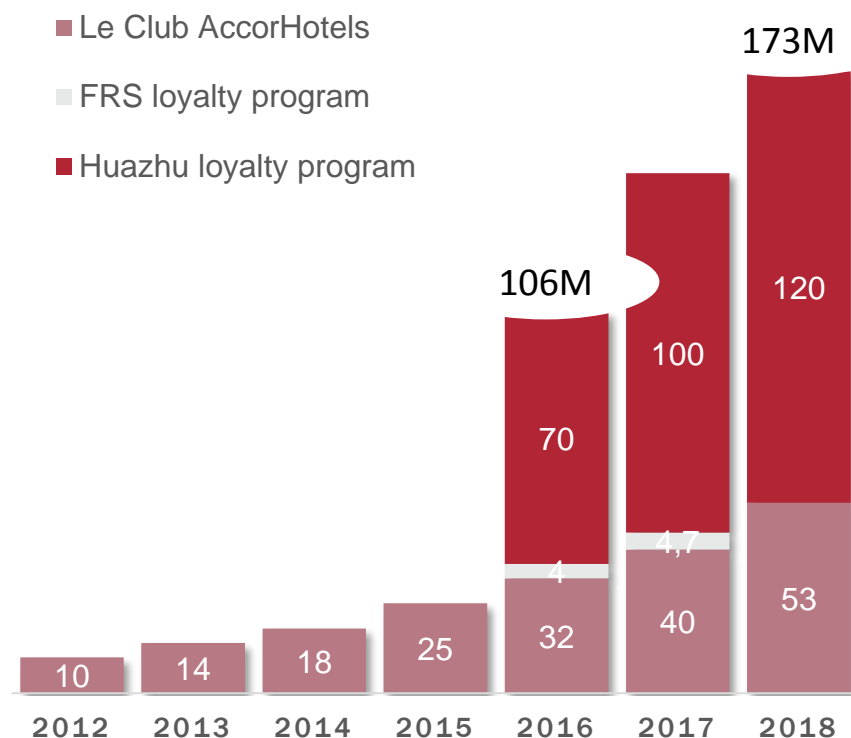
## ACCOR DISTRIBUTION PERFORMANCE POWERED BY ACCOR FOR LUXURY & PREMIUM BRANDS



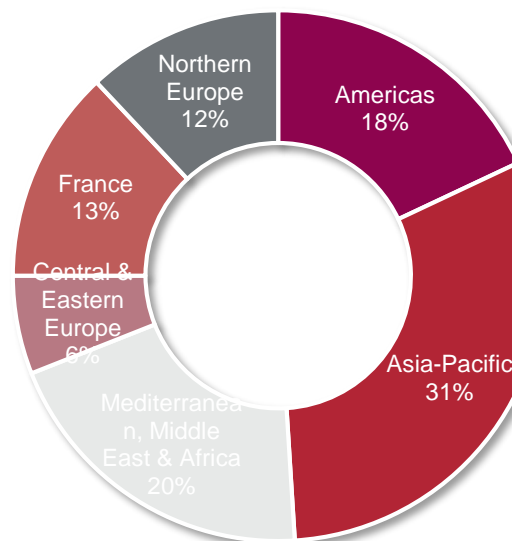


## ACCOR OWNS THE MOST INTERNATIONAL AND FAST GROWING LOYALTY PROGRAM

### LOYALTY MEMBERS WORLDWIDE



### GUEST ORIGIN



#### A WORLDWIDE PROGRAM

- 20 brands
- 3,500 hotels in 100 countries
- Free enrollment
- 100% web based program
- Partnerships with major airline loyalty program: Skyteam, One World, Star Alliance...

**>53 MILLION** MEMBERS  
WORLDWIDE

**+27,700**  
MEMBERS EVERY DAY

LE CLUB ACCORHOTELS  
REPRESENTS

**34.6%**  
OF ALL ROOMNIGHTS

# DEVELOPMENT CRITERIA

Development & programming

| HOTEL  |                                | AAA ultra city center<br>location, historic<br>conversion                    | WORLDWIDE      |   |                        |                     |
|--------|--------------------------------|--|----------------|---|------------------------|---------------------|
|        | RECOMMENDED<br>NUMBER OF ROOMS | 200 keys and +   | 150 – 300 keys |   |                        |                     |
|        | ROOM AVERAGE SIZE              | 26 – 32 sqm  | 35 – 40 sqm    |   |                        |                     |
|        | TGFA / ROOM                    | 60 – 75 sqm  | 100 sqm        |   |                        |                     |
| RESORT | RECOMMENDED<br>NUMBER OF ROOMS | 150 keys and +   | 150 – 300 keys | PRIME<br>LOCATIONS  | SECONDARY<br>LOCATIONS | AIRPORTS<br>SUBURBS |
|        | ROOM AVERAGE SIZE              | 32 – 38 sqm<br>+ balcony   | 40 – 50 sqm    | CAPITALS<br>KEY CITIES &<br>RESORT<br>DESTINATIONS        |                        |                     |
|        | TGFA / ROOM                    | 75 – 110 sqm   | 100 – 150 sqm  | MAJOR<br>DOMESTIC<br>DESTINATIONS                         |                        |                     |
|        | FOOD & BEVERAGE                | 1 3 meal restaurant<br>1 Signature restaurant<br>1 Signature Bar<br>1 Lounge |                | OTHER CITIES &<br>ATTRACTIVE<br>TOURISTIC<br>DESTINATIONS |                        |                     |
|        | WELL-BEING                     | Ciel Spa (on market demand)<br>Pool (on market demand)<br>Fitness Center     |                |   |                        |                     |
|        | MEETINGS                       | Meeting rooms (on market demand)<br>Ballroom (on market demand)              |                |   |                        |                     |





# MONDRIAN

**sbe**

A GLOBAL LIFESTYLE HOSPITALITY COMPANY