



THE HOUSE OF ORIGINALS

WHY INVEST IN THE HOUSE OF ORIGINALS

ACCOR GLOBAL DEVELOPMENT

FEBRUARY 2019

sbe

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

GLOBAL BRANDS

KATSUYA

THE BAZAAR

carna



A'ia

Cleo

KRISPY RICE



THE HOUSE OF ORIGINALS

ALTITUDE
POOL & LOUNGE

Hudson Tavern



Leynla

TRES

DiEZ
SEIS

WALIMA

MIXOLOGY & LOUNGES



DOHENY
ROOM

S BAR

BLIND
SPOT

DANDELYAN
MODERN BOTANY

RUMPUS
ROOM

SAAM

NIGHTLIFE & DAY CLUBS

HYDE

ALTITUDE
POOL & LOUNGE

NIGHTINGALE
PLAZA

S
SKY BAR

XIV
SESSIONS

BOND

RISE

BLACK
ORCHID

privilege

FOXTAIL

GLOBAL

SLS

DELANO

MONDRIAN

HYDE



THE HOUSE OF ORIGINALS

SHORE CLUB

ST MARTINS LANE

10 KARAKÖY

SANDERSON

The Redbury

HUDSON

RESIDENCES

SLS

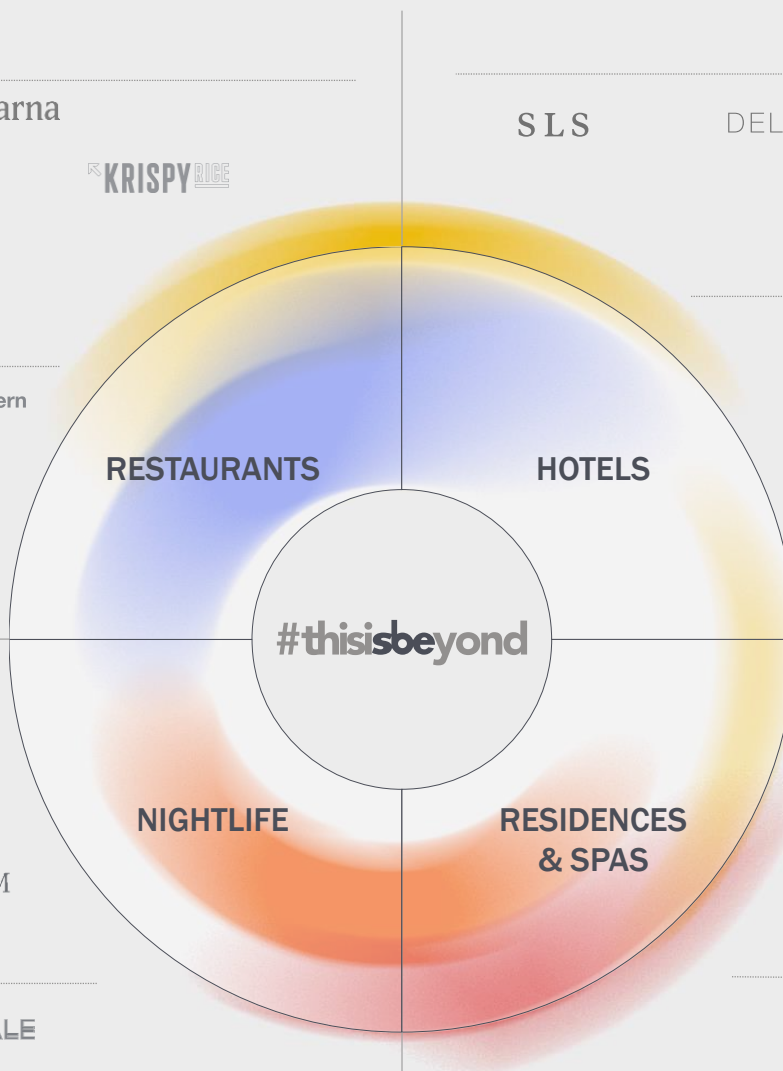
DELANO

MONDRIAN

HYDE

SPAS

CIEL SPA



50

LOUNGES

15



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



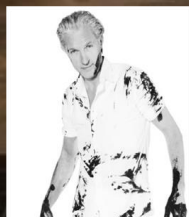
TOM DIXON
Mondrian London



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.

*Engaging Dakota for Development Management is encouraged but not required.



THE HOUSE OF ORIGINALS

THE MISSION

The House of Originals is a vibrant collection of hotels with a bold spirit that challenges and inspires.

Some people can do innovative things. Some people are innovators. Inside our community, we share a common spirit. A spirit of constant innovation. The House of Originals has historic hotels, iconic even - but that is not what makes them one of us. They recognize their heritage alone is not enough. True originals don't question once, they always question. We are this bold spirit. A community that challenges, learns and inspires. Not following fashions, but leading fashions. From nightlife, to design, culinary and mixology. For every hotel with this undying spirit and promise of originality. Welcome to The House of Originals.

COMMUNITY / UNPRETENTIOUS LUXURY
CULINARY AND MIXOLOGY EXPERIENCE / INDIVIDUALITY

INDIVIDUALITY MEETS COMMUNITY

- A vibrant collection of hotels with a bold spirit that inspires – each property is unique, with deep roots within the city that it resides in. They do not follow trends. They are original in all that they do.
- The properties in The House of Originals are not buying into a corporation but instead a community - a network. A group that learn from each other. That inspire each other.

UNPRETENTIOUS LUXURY

- A sense of luxury that never takes itself too seriously
- No need to conform to the norms of the hospitality industry.

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

1,186 rooms

2 hotels

AMERICAS

170 rooms

1 hotel

354 rooms

2 hotels

EUROPE

DEVELOPMENT PIPELINE

1,540 rooms

4 hotels

TOTAL

170 rooms

1 hotel

ORIGINALS
DOWNTOWN
LOS ANGELES

ORIGINALS DETROIT

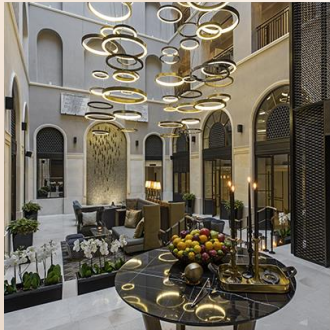
SHORE CLUB SOUTH BEACH

SANDERSON LONDON
ST MARTINS LANE LONDON

10 KARAKÖY ISTANBUL

CURRENT

PIPELINE



10 KARAKÖY

1,600 Square Feet

4 Suites

71 Key Count

1 Penthouses

Sinan Kafadar

Designer

Food & Beverage

Brasserie Ten

Kupaj Lounge

ON10

Amenities

Sky Terrace

Property News & Headlines:

...



SANDERSON **23,000** Square Feet **18** Suites
150 Key Count **2** Penthouses

Philippe Starck

Designer

Food & Beverage

**The Restaurant
at Sanderson**

**Mad Hatters
Afternoon Tea**

Long Bar

Purple Bar

Billiard Room

Amenities

agua Bathhouse & Spa / Courtyard Garden

Fitness Center

Awards

2018 TripAdvisor Certificate of Excellence

2011 World Travel Awards "Europe's Leading Design Hotel"

Property News & Headlines:

The Telegraph 8/10 Rating, "Think Alice in Wonderland-style fantasy with baroque styling"

The Telegraph "London's most exquisite hotels for a stand-out wedding"; Best for a Modern Wedding: Sanderson



SHORE CLUB **10,000** Square Feet
308 Key Count

44
Suites

David Chipperfield

Designer

Food & Beverage

Diez y Seis

SKYBAR

Madison Cox

Architect

Amenities

Pool at Shore Club / Spa at Shore Club / Workout Room

Complimentary Bikes

Property News & Headlines:

NewTimes MIAMI

"Jose Icardi's Diez y Seis Pays Homage to Mexican Cuisine"

HL
HAUTE LIVING

"Set against the gorgeous backdrop of the Shore Club's memorable infinity-edge pool, Diez y Seis will showcase chef Jose Icardi's innovative approach to Mexican cuisine in a stunning indoor/outdoor setting."



ST MARTINS LANE

10,000	Square Feet	14	Suites
204	Key Count	1	Penthouse & Apartment Suite

Philippe Starck

Designer

Food & Beverage

Asia de Cuba

**St. Martins Lane
Kitchen**

Den

Blind Spot

Amenities

Jones & Payne Hair Salon / Gymbox featuring Olympic-Sized Boxing Rings

Awards

2017 OpenTable Diners' Choice Award (Asia de Cuba)

Property News & Headlines:

LONDONIST

"A Restaurant For Rum-Lovers And Ceviche Connoisseurs" (Asia de Cuba)



ICONIC ELEMENTS:
**UNIQUE ART &
DESIGN ELEMENTS**

Pushing the boundaries.

We believe that it's easier to innovate as a group — we want to explore new avenues, new opportunities and push boundaries. We do this to an unprecedented extent, through like-minded partners, we inspire each other and push each other to do more. Oversized chess pieces, lip chairs, oversized vases and more.



ICONIC ELEMENTS: ICONIC ARCHITECTURE

*From Historical Buildings to
Iconic New Developments*

We have historic hotels, hotels with great history that are icons in their city but we recognise that is not enough. We strive to be leading where contemporary culture is going.



ICONIC ELEMENTS:
**THE BEST LOUNGE
ATMOSPHERE**

We believe in nightlife.

Our hotels are still world-class during the day, but they are unsurpassable in the evening when our true personality shines.

THE HOUSE OF ORIGINALS RESTAURANT BRANDS

Cleo
MEDITERRÁNEO

KATSUYA

fi'lia


UMAMI BURGER

**Diez
SEIS**
by sbe

THE HOUSE OF ORIGINALS NIGHTLIFE BRANDS

NIGHTLIFE & DAY CLUBS

HYDE

S
SKYBAR

MIXOLOGY & LOUNGES

RUMPU
ROOM



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

4 LOCATIONS

SLS BEVERLY HILLS, SLS SOUTH BEACH, SLS BRICKELL, SLS LUX BRICKELL

PRESS & ACCOLADES

SANDERSON LONDON

Best Hotels in Soho London

The Telegraph

THE SPA AT SANDERSON

London's Most Incredible Spas

The Telegraph

SANDERSON LONDON

"This disco-era exhibit by Philippe Starck is an icon of hotel design."

TRAVEL WEEKLY

MAD HATTER'S AFTERNOON TEA

Best Afternoon Teas in London 2019

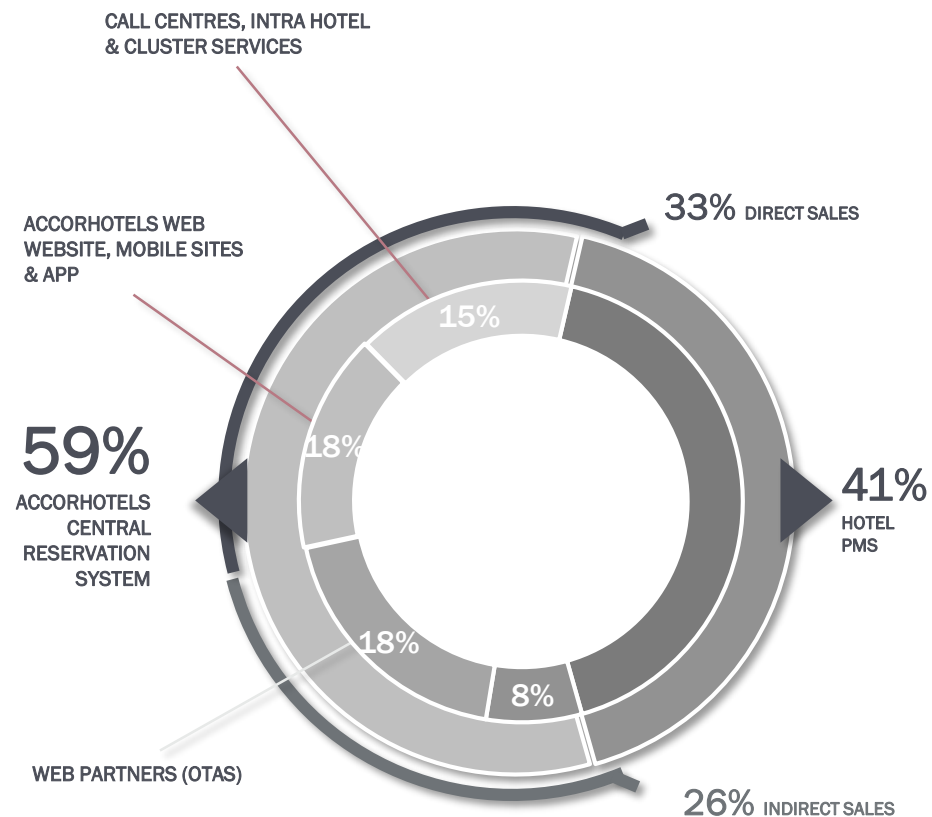
CONDÉ NAST

Traveler

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

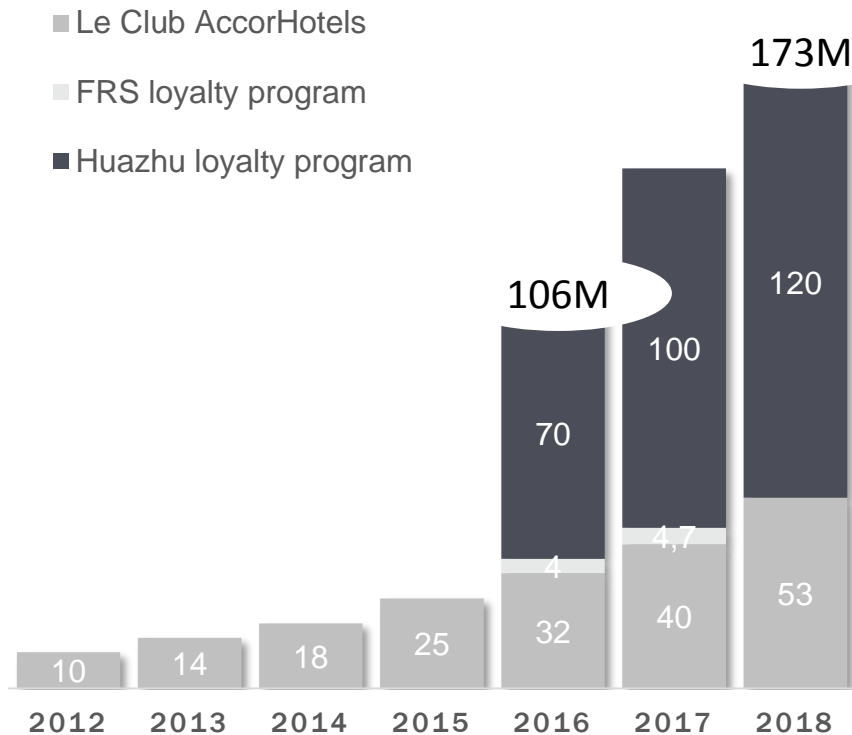


ACCOR DISTRIBUTION PERFORMANCE POWERED BY ACCOR FOR LUXURY & PREMIUM BRANDS

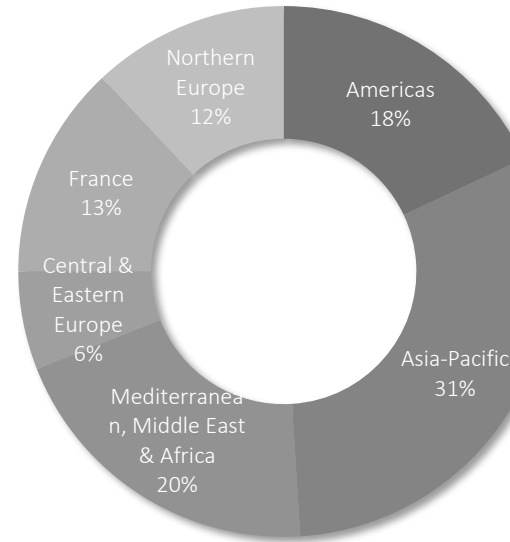


ACCOR OWNS THE MOST INTERNATIONAL AND FAST GROWING LOYALTY PROGRAM

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

		AAA ultra city center location, historic conversion	WORLDWIDE	
HOTEL	RECOMMENDED NUMBER OF ROOMS	100 – 150 keys	100 – 150 keys	
	ROOM AVERAGE SIZE	-10/-15% of ROW	28 – 36 sqm	
	TGFA / ROOM	90 – 120 sqm	65 – 100 sqm	
RESORT	RECOMMENDED NUMBER OF ROOMS	100 – 150 keys	100 – 150 keys	PRIME LOCATIONS SECONDARY LOCATIONS AIRPORTS SUBURBS
	ROOM AVERAGE SIZE	28 – 32 sqm	30 – 40 sqm + balcony	CAPITALS KEY CITIES & RESORT DESTINATIONS
	TGFA / ROOM	70 – 100 sqm	72 – 110 sqm	MAJOR DOMESTIC DESTINATIONS
	FOOD & BEVERAGE	1 3 meal restaurant 1 Signature restaurant 1 Signature Bar 1 Lounge		OTHER CITIES & ATTRACTIVE TOURISTIC DESTINATIONS
	WELL-BEING	Ciel Spa (on market demand) Pool (on market demand) Fitness Center		
	MEETINGS	Meeting rooms (on market demand) Ballroom (on market demand)		

