



**sbe ANNOUNCES THE LAUNCH OF NEW LUXURY GLOBAL LIFESTYLE HOTEL BRAND –
THE HOUSE OF ORIGINALS**

**New Brand focuses around the Establishment of a Community for its Guests and Creating a
Global Network of Properties**

New York, NY (March 5th, 2019) - [sbe](#), a leading international hospitality group that develops, manages and operates award-winning global hospitality brands, announced at the Berlin Hospitality Conference, the launch of its new luxury global brand, **The House of Originals** in partnership with Accor. The House of Originals is a luxury collection of properties from sbe featuring a bold spirit that challenges and inspires. sbe is thrilled to launch this new hotel brand collection which will include the Sanderson and St. Martins Lane in London, 10 Karakoy in Istanbul, and the Shore Club in Miami Beach.

The House of Originals combines the best of what sbe has to offer. This new brand will create a community for its guests, predicated on luxury experiences and centered around sbe's iconic culinary and mixology offerings. Further, the support of sbe's partner, Accor, will be critical in establishing the brand internationally by offering sbe's customers and partners access to an unparalleled global distribution and procurement infrastructure.

Sam Nazarian, Founder & CEO of sbe states: "At sbe we are always looking to create memorable experiences. The House of Originals will include our existing incredible destinations, the Sanderson, St Martins Lane, Shore Club and 10 Karaköy and create a community and network of unique global properties. I am proud to partner on this project very closely with the Accor team and Gaurav BHUSHAN, Accor's Head of Global Development who will provide us invaluable support in helping us create a truly international suite of properties."

Gaurav Bhushan, Chief Development Officer Accor states: "The lifestyle market continues to grow rapidly and has one of fastest growth rates in the industry. Accor has had very strong acceleration in the lifestyle sector and now offers the widest portfolio, with 10 brands to be developed internationally from economy to luxury. The House of Originals is the perfect combination of sbe's know-how in entertainment and F&B, and will benefit from Accor's global platform, particularly in terms of distribution, loyalty and network development. With already 5 new hotels in the pipeline and an exciting pipeline underway in key gateway cities such as Dubai, London and Paris, this brand brings a new lifestyle flavor into the Accor portfolio."

The House of Originals is a collection of luxury hotels that are individually special to the city in which each resides. These inspiring properties are recognized as trailblazers, setting a standard of hospitality and experience that makes every hotel iconic in its own right. For every hotel in this collection, there is an undying spirit and promise of originality.

This rebrand marks an inflection point for these hotels, illustrating how they are coming together to create an innovative new brand to bring our customers a refreshed collection of hospitality assets. The House Of



Originals collection will undertake rapid but thoughtful growth and already has in its pipeline 5 new domestic and international locations.

About sbe

Established in 2002 by Founder and CEO Sam Nazarian, sbe is a privately-held, leading lifestyle hospitality company that develops, manages and operates award-winning hotels, residences, restaurants and nightclubs. Through exclusive partnerships with cultural visionaries, sbe is devoted to creating extraordinary experiences throughout its proprietary brands with a commitment to authenticity, sophistication, mastery and innovation. Following the acquisition of Morgans Hotel Group, the pioneer of boutique lifestyle hotels, in partnership with AccorHotels, sbe has an unparalleled global portfolio which will see 29 hotels and over 180 global world-renowned culinary, nightlife and entertainment venues by the

end of 2019. The company is uniquely positioned to offer a complete lifestyle experience - from nightlife, food & beverage and entertainment to hotels and residences, and through its innovative customer loyalty and rewards program, The Code, as well as its award-winning international real estate development subsidiary, Dakota Development - all of which solidify sbe as the preeminent leader across hospitality. The company's established and upcoming hotel brands include SLS Hotel & Residences, Delano, Mondrian, The Redbury, HYDE Hotel & Residences, and The House of Originals. In addition, sbe has the following internationally acclaimed restaurants and lounges under subsidiary Disruptive Restaurant Group: Katsuya by Chef Katsuya Uechi, Umami Burger, Cleo, Fi'lia, Carna by Dario Cecchini, Leynia and Diez y Seis by Chef José Icardi, HYDE Lounge, S Bar, Doheny Room, Nightingale, Skybar, Bond, and Privilege. To learn more, visit sbe.com

About Accor

Accor is a world-leading augmented hospitality group offering unique and meaningful experiences in almost 4,800 hotels, resorts, and residences across 100 countries. With an unrivalled portfolio of brands from luxury to economy, Accor has been providing hospitality savoir-faire for more than 50 years. Beyond accommodations, Accor enables new ways to live, work, and play with Food&Beverage, nightlife, wellbeing, and coworking brands. To drive business performance, Accor's portfolio of business accelerators amplifies hospitality distribution, operations, and experiences. Guests have access to one of the world's most attractive hotel loyalty programs. Accor is deeply committed to sustainable value creation, and plays an active role in giving back to planet and community. Planet 21 – Acting Here endeavours to act for “positive hospitality”, while Accor Solidarity, the endowment fund, empowers disadvantaged people through professional training and access to employment. Accor SA is publicly listed on the Euronext Paris Stock Exchange (ISIN code: FR0000120404) and on the OTC Market (Ticker: ACRFY) in the United States. For more information visit accor.com. Or become a fan and follow us on Twitter and Facebook.

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