Brand DNA

WHAT THE BRAND STANDS FOR
Today transcendence is the ultimate form of luxury – experiences that rise above the ordinary, exceed your expectations, and help you surpass your potential, to become more than you thought possible. It’s a journey that starts before you arrive. It’s an experience that lives beyond any time or place – a feeling that stays with you long after you leave. Delano’s innovative spirit wakens imagination and inspires transcendence across the globe. Delano believes in the power of chic, timeless design, elevated experiences and personalized attention to transform who you are.

WHAT THE BRAND FEELS LIKE
Our vision is to create exclusive enclaves across the world that nourish the mind and body, senses and soul. Our spaces stimulate the imagination. Our design provokes conversation and encourages play. Our platforms, programming and spaces provide an environment for exploration, entertainment and creative energy. Our perspective is undeniably fresh – from fresh flowers and fresh fruit to naturally uninterrupted vistas, we bring the restorative power of nature to your doorstep. Whether it’s communal spaces for gathering or chairs in the pool encouraging you to strike up a conversation, we create spaces for connecting and belonging, so everyone feels welcome.

WHAT THE GUEST EXPECTS
At Delano, our guests are discerning devotees: individuals who share a special connection – globetrotters and seekers, solo travelers, couples, and families searching for a sophisticated getaway in a tradition they can return to, anew, with a new generation.
MISSION

Delano is the original: a classic trailblazer in a world of imitators. We redefine the luxury resort experience with first-in-class service and customized guest experiences that awaken your curiosity, nourish your senses and soul, and shape a personal journey for couples, loved ones, solo travelers, and families that lives well beyond each stay.
DELANO HOTELS & RESIDENCES

BRAND STORY

When it burst on the scene in Miami in 1995, it redefined the luxury resort experience with first-in-class service and customized guest experiences. Delano marked the inception of lifestyle hospitality. Delano Las Vegas then brought the unique Delano experience west, offering modern travelers that most rare and coveted of experiences—unadulterated luxury that nourishes their every desire. Delano will soon arrive to Europe for the first time with Delano Porto Cervo in Italy.

Maison Delano is an evolution of the resort brand, an oasis in the center of bustling cities for the global traveler. The first Maison Delano will break ground in 2021 in Paris. The soul of Delano remains the same: everything is customized, and nothing is pretentious. Guests will experience a true departure from the chaos of the big city in a place they can feel right at home.

Delano is a heady cocktail of convivial energy and sophisticated style.

Behind the hedge: there was no name on the building, just a neatly manicured green hedge separating the pedestrian street from the urbane pleasures hidden within: the quintessential modern resort for those in the know, a nourishing retreat with an art deco-inspired South Beach spirit that transcended the ordinary and transformed the way the world experiences luxury forever.
Delano isn’t just a place: it’s a way of life — a spirit we bring to each of our rooms and residences. Hotel or home: our philosophy of nourishing your sense of discovery and indulgence is one you can live by, no matter where you travel or reside (from the beach to the country to the mountainside)...

Now, this way of life can be experienced in the center of cosmopolitan cities.

Maison Delano is an oasis in the center of a bustling city for the global traveler.
DELANO HOTELS & RESIDENCES

BRAND OVERVIEW

ESTABLISHED
1995

VALUES
The New Rarity
Time for Fun
Hyper-Exclusivity
Timeless Sophistication

DESIGN STYLE
Alice in a Barefoot, Chic, Wonderland

SIGNATURES
The Door in The Hedge
A Boy, A Table and His Toys
The Garden of Games
The Roman Bath
Delano White
The Art of French Voyage
Subtle Smiles

STRAPLINE
A Classic Trailblazer in a World of Imitators

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COMP SET
Edition, Fasano, One & Only, Il Pelicano, Cheval Blanc

MORE STRAPLINES
A Sanctuary from the Everyday
The Ultimate Oasis of Sensuality and Soul
A Heady Cocktail of Convivial Energy and Sophistication

DESIGN PRINCIPLES
Proportion / Curiosity / Choreography of Discovery
PROPERTY PROGRAMMING

Hotels
DELANC

Residences
DELANC

Spa
CIEL SPA

Restaurants
Carna Cleo Filia Katsuya

Nightlife & Day Clubs
HYDE BOND DELANO BEACH CLUB

Mixology & Lounges
S BAR SAAM

*OR an Ennismore Restaurant & Bar concept appropriate to market
## DEVELOPMENT BRAND CRITERIA

<table>
<thead>
<tr>
<th></th>
<th>EUROPE</th>
<th>WORLDWIDE</th>
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<td><strong>URBAN</strong></td>
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<tr>
<td>RECOMMENDED</td>
<td>150 and + keys</td>
<td>150 – 250 keys</td>
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<tr>
<td>NUMBER OF ROOMS</td>
<td>32-35 m²</td>
<td>37-40 m²</td>
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<td>60 - 70 m²</td>
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<td>70 – 80 m²</td>
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<td><strong>RESORT</strong></td>
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<tr>
<td>RECOMMENDED</td>
<td>150 and + keys</td>
<td>150 – 250 keys</td>
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<tr>
<td>NUMBER OF ROOMS</td>
<td>40-45 m² + balcony</td>
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<tr>
<td>ROOM AVERAGE SIZE</td>
<td>70 – 90 m²</td>
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<tr>
<td>TGFA / ROOM</td>
<td>80 – 110 m²</td>
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### FOOD & BEVERAGE
- 1 Bar / Lounge
- 1 Destination Specialty
- 3 meal restaurant

### WELLBEING
- Ciel Spa (on market demand)
- Resort to have 2 pools, 1x Family 1x Beach Club
- Fitness Center (on market demand)

### MEETINGS
- Meeting rooms (on market demand)
- Ballroom (on market demand)

### LOCATIONS

<table>
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<tr>
<th>PRIME LOCATIONS</th>
<th>SECONDARY LOCATIONS</th>
<th>AIRPORTS SUBURBS</th>
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<td>CAPITALS KEY CITIES &amp; RESORT DESTINATIONS</td>
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<td>MAJOR DOMESTIC DESTINATIONS</td>
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<td>OTHER CITIES &amp; ATTRACTIVE TOURISTIC DESTINATIONS</td>
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DELANO HOTELS & RESIDENCES

DESIGN PHILOSOPHY

‘Alice in barefoot, chic wonderland.’

Design Principles

- Proportion
- Curiosity
- Choreography of Discovery
- Warm
- Fresh
- Holistic

Design Signatures

- The Door in The Hedge
- A Boy, A Table and His Toys
- The Garden of Games
- The Roman Bath
- Delano White
- The Art of French Voyage
- Subtle Smiles

PUBLIC AREAS

GUESTROOMS
The Door in The Hedge

On arrival, a hedge buffers the public from the inner sanctuary that is Delano. Nestled within the hedge is Delano’s iconic Blue Door conjuring mystery and curiosity for those on the outside.

A Boy, A Table and His Toys

Entering the lobby, guests are greeted with oversized columns which resemble table legs. When Phillipe Starck was a young boy, he would sit under his grandmother’s table and play with his toys. The Delano lobby features unique furniture—conversation pieces of great value—these are the “toys” under the table.

The Garden of Games

Designed to encourage relaxation and exploration, The Garden of Games features an oversized chess board, outdoor daybeds and hammocks for guests to interact with.

A Roman Bath

The use of polished mirrors create an ambiance that’s playfully mischievous, wittily surprising and just a little sexy.
POTENTIAL DESIGN COLLABORATORS

PAOLA NAVONE
ANOUSHKA HEMPEL
ANDA ANDREI DESIGN
STARCK PHILIPPE STARCK
ANTONIO CITTERIO
INDIA MAHDAV I
LOOK & FEEL
PUBLIC SPACES
Using seamless, subdued sensory touchpoints and outstanding service.
The guest rooms of Delano are designed to rejuvenate the senses and restore relaxation.
DELANO HOTELS & RESIDENCES

COLLATERAL & MERCHANDISE

Everything you need, nothing you don’t.
DELANO HOTELS & RESIDENCES

COLLATERAL & MERCHANDISE

Everything you need, nothing you don't.
THE DELANO FOOTPRINT & PIPELINE

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<tr>
<th>MEA</th>
<th>AMERICAS</th>
<th>ASPAC</th>
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<tr>
<td></td>
<td>1 114 keys</td>
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OPERATING NETWORK

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<table>
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<td>55 keys</td>
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MAISON DELANO PARIS
DELANO PORTO CERVO SARDINIA

DELANO LAS VEGAS
DELANO LAS VEGAS, UNITED STATES

F+B Outlets: (4) Skyfall Lounge, Rivea, Della’s Kitchen, 3940 Coffee and Tea / Nightlife (3) Skyfall Lounge, Franklin, LIGHT

Amenities: Mandalay Bay Beach, Delano Beach Club, Delano Art Series, Delano Meetings, BATHHOUSE Gym, BATHHOUSE Spa

ID Designer: XXX

Keys: 1 114
Room size: 725 ft²

Opened 2014
MAISON DELANO PARIS, FRANCE

F+B Outlets: (2) Lobby Lounge Bar, Casa Dani by Dani Garcia

Amenities: Mandalay Bay Beach, Delano Beach Club, Delano Art Series, Delano Meetings, BATHHOUSE Gym, BATHHOUSE Spa

ID Designer: Lazaro Roas-Violan

Keys: 56
Room size: 26 - 38 m²

Opening
Q1 2022
THANK YOU