



# HYDE

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Brand Immersion Pitch

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October 2021

# HYDE Brand Story

A decade ago, HYDE Lounge was perhaps the hottest ticket on the planet. No matter which side of the velvet rope patrons (or aspiring patrons) were on, everyone could agree that something very special was happening - and they wanted to be a part of it.

With HYDE Hotels, a cult brand is opening its doors and inviting its followers to enjoy a new kind of hospitality. It is a broad invitation, speaking not only to those who visited the club in reality but also those who heard of it, read about it, and dreamed of it.

As HYDE translates the magic of its brand into a global hotel concept, it will offer a similar discovery and build a community of those in-the-know. There is an opportunity here to change the game, yet again, with a powerful new vision for HYDE Hotels, Resorts & Residences.

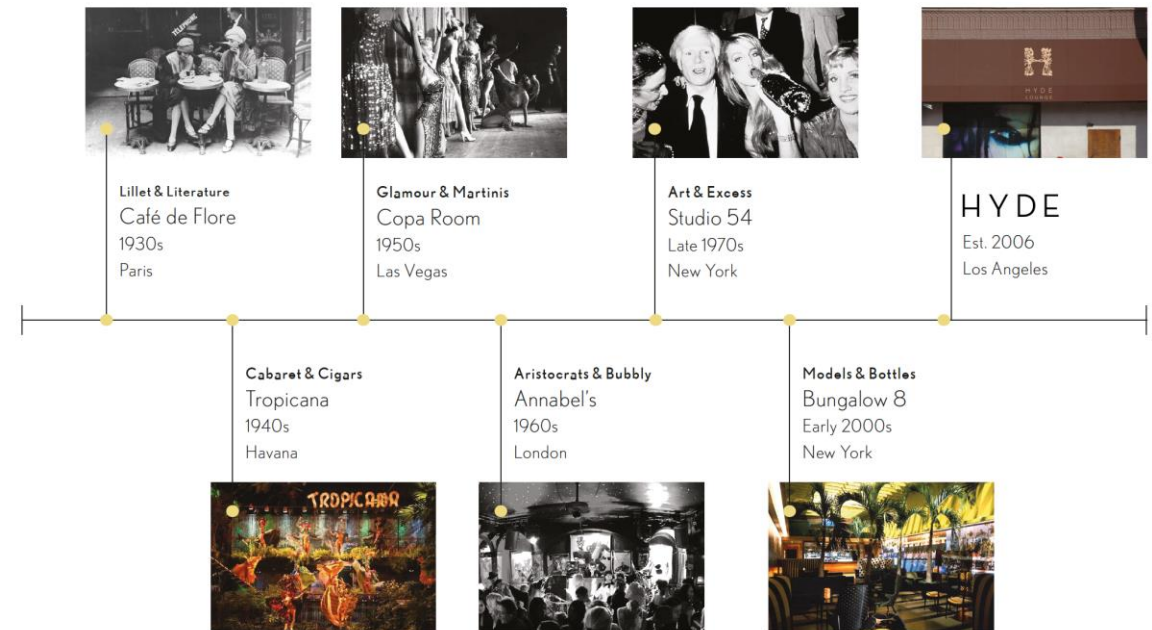


A CULTURAL  
TOUCHSTONE



WHAT PROPELLED HYDE  
LOUNGE TO THIS UNIQUE  
PLACE IN THE CULTURE? WHAT  
IS THE MAGIC OF HYDE?

## A Tradition of Touchstones



Hyde Lounge may have seemed exclusive, but to its regulars, it was a warm and welcoming haven—a hub for like-minded people, and a home away from home. It was a place of nightlife adventure

**ESTABLISHED**

2005

**VALUES**

COMMUNITY

HOMEY

LOCAL

**DESIGN STYLE**

HYDE is a balance of of an unexpected home away from homeplayful boldness and the comfortable aesthetic

**SIGNATURES**

The HYDE Host  
Eclectic Living Room  
Endless Sofa  
Garden of Eden  
Hyde Away

**BRAND**  
**OVERVIEW**

**MOTTO**

*A Heady House of Seduction & Comfort*



**MISSION**

This is a new kind of hospitality, grounded in the spirit of discovery, the fantasy of nightlife and adventure of connection.

**COMP. SET**

ACE  
THE STANDARD  
TRIBUTE  
JOIE DE VIVRE  
CANOPY  
VOCO / INDIGO

**STRAPLINES**

'A Tribe called HYDE'  
'Anything can Happen'  
'Welcome Home'  
'In The Know'

**DESIGN PRINCIPLES**

Unexpected & Layered  
Bold with Attitude  
Seductive & Artful

HYDE

# Brand Truths

## Brand DNA



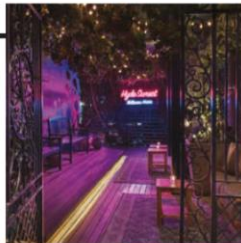
Hyde has seven brand truths. These truths not only describe Hyde Lounge; they are the enduring principles that define the Hyde brand.

They will inform every touchpoint of the guest experience at Hyde Hotels, from F&B to cultural programming, in-room amenities to interior design, and beyond.

The faithful realization of these truths will ensure that Hyde Hotels leverages the tremendous equity of its name—and it will allow it to capture the magic that made Hyde Lounge so iconic.

## 7 Brand Truths

01. A TRIBE CALLED HYDE



02. WELCOME HOME



03. ANYTHING CAN HAPPEN

04. IN THE KNOW

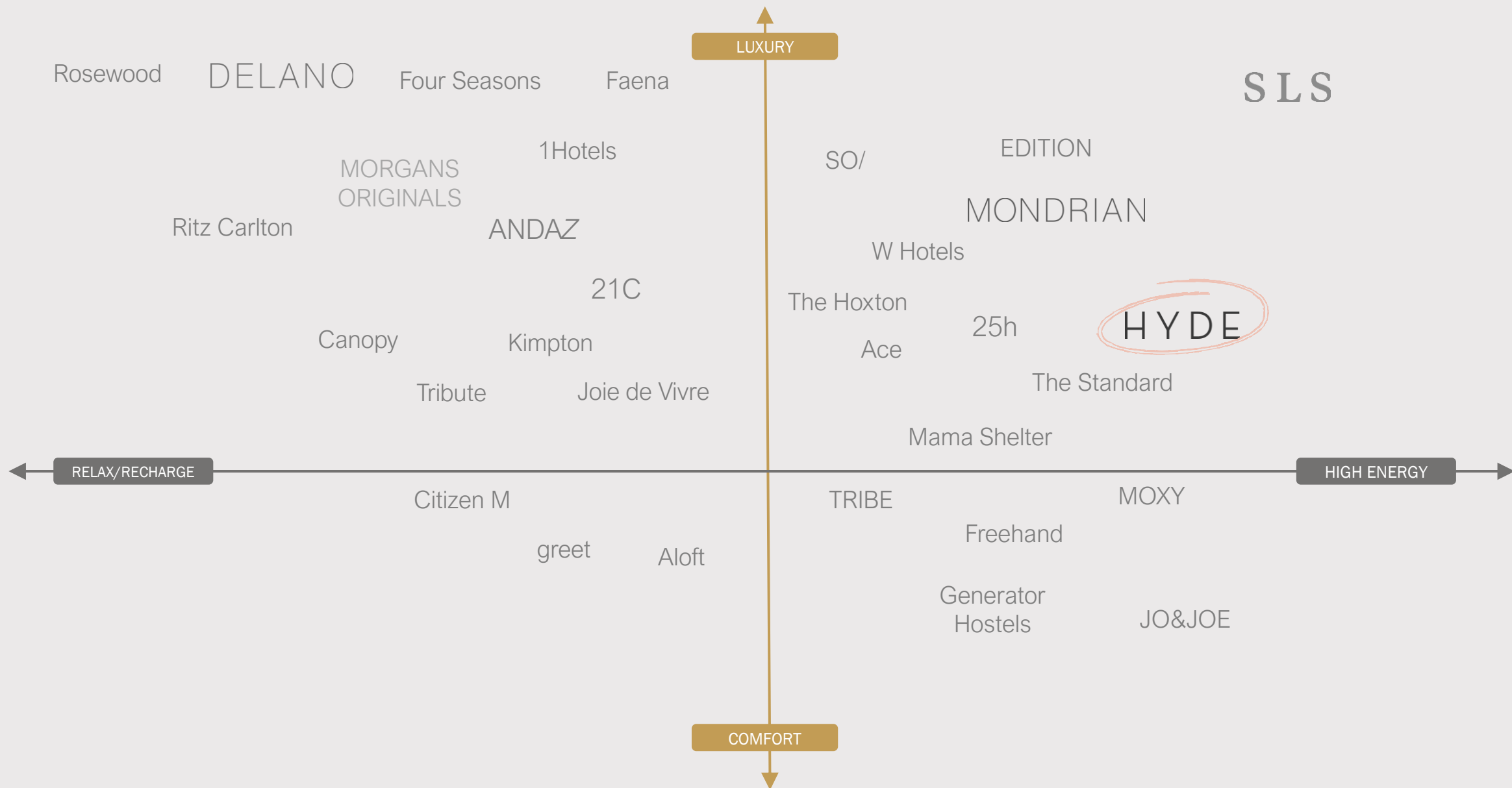


05. PLAYGROUND

07. AUTHENTICALLY PERSONAL



06. HYDEAWAY





BRAND MARKERS:

# LOBBY

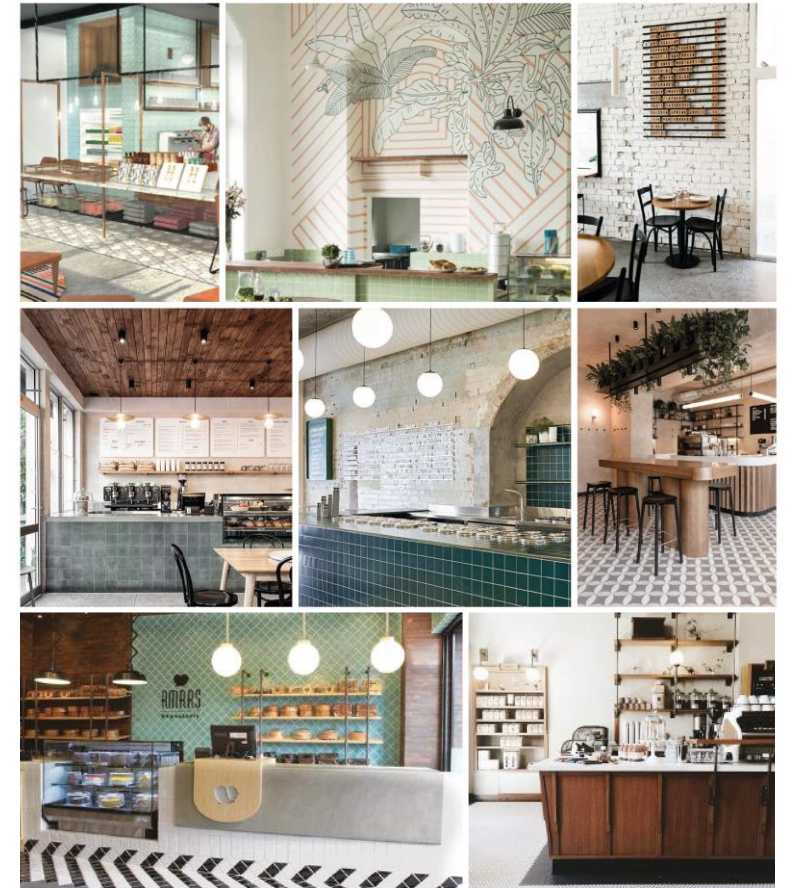


## An Eclectic Living Room

DESIGN SIGNATURES: PUBLIC AREAS

THE  
PERQ

Inspired by the good natured, wholesome hospitality of the 1950s and '60s, the cafe is infused with a retro touch. A light color palette and curved corners enhance a casual atmosphere, providing a counterbalance to the intimate and moody lobby.



## Retail Shop

Curated kiosk in lobby, featuring accessibly chic personal grooming essentials, plus snacks, magazines, and more.



## Library

A curated selection of architecture, fashion, and design coffee table books for browsing, as well as an extensive selection of literary works featuring American classics, easy travel reading, and contemporary superstars. Books taken can be returned to any Hyde hotel.



## Secret Bar

For Hyde Hotel guests only, featuring exclusive cocktails and ongoing secret concerts/DJ sets.



## Food Truck Meet-Ups

At properties that can accommodate it, bring in a handful of local food trucks on a Saturday night, creating buzz and feeding hungry revelers.



# ICONIC ELEMENTS: EXPERIENCE & AMENITIES

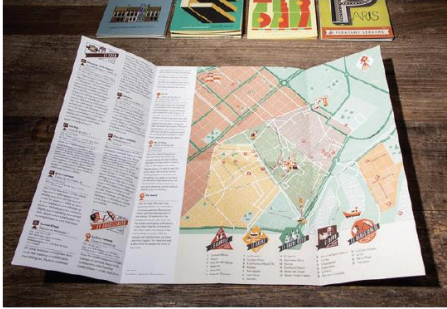
*Through strategic collaborations and unassuming service concepts, every touchpoint of the Hyde Hotel experience offers an opportunity to delight and inspire guests in a way that only Hyde can.*

Also, in keeping with Hyde's innovative and far-reaching success with vertical integration, these amenities would all be available for purchase, offering guests the opportunity to bring their favorite elements of the Hyde experience home with them.



## Hyde Hood Maps

Original, collectible maps of the neighborhood surrounding the property. A selection of classic outdoor games will heighten the feeling of the hotel's outdoor spaces as a friend's spacious backyard.



## Outdoor Activities

Original, collectible maps of the neighborhood surrounding the property. A selection of classic outdoor games will heighten the feeling of the hotel's outdoor spaces as a friend's spacious backyard.



## The Mini-Bar

An Instagram-worthy tray setup with two custom Hyde cocktail recipes, custom-patterned stemware, mini martini shakers.



## Bike Program

Free bicycles, available to guests, will enhance the connection of the hotel to the surrounding neighborhood.



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# HYDE

## Design Story



Exuding a subtle sense of mystery and seduction, balanced with nostalgic glamour and a clean, modern sensibility - HYDE is a balance of playful boldness and the comfortable aesthetic of a home away from home.



### UNEXPECTED

Simple but effective design moments that start a conversation.



### LAYERED

Creating depth by layering textures, patterns and color.



### ATTITUDE

Design cues that signal an 'in-the-know' culture that is equal parts carefree, glamorous, bohemian and rock and roll.



### ARTFUL

Non-generic art that captures the individualistic narrative of HYDE Living.



### SEDUCTIVE

An indescribable and alluring ambiance to revel in.

## A Heady House of Seduction & Comfort





# DESIGN PHILOSOPHY

## 'A Heady House of Seduction & Comfort.'

### DESIGN PRINCIPLES



UNEXPECTED



LAYERED



ATTITUDE



ARTFUL



SEDUCTIVE



BOLD

### DESIGN SIGNATURES



THE HYDE  
HOST



AN ECLECTIC  
LIVING ROOM



THE ORIGINAL  
SOFA



GARDEN  
OF EDEN



AMBIANCE IS  
EVERYTHING



A HEDONISTIC  
POOL SCENE



THE  
ANTIDOTE



THE  
PEEK-A-BOO



THE  
'KEEP-ALL'



THE  
GALLEY

PUBLIC AREAS

GUEST ROOMS





Warm timbers,  
vintage leathers,  
eclectic styling &  
comfy furniture,  
create a homey,  
comfortable  
HYDE aesthetic



# THE HYDE LOOK & FEEL

*A strong day-to-night transformation is key to the  
HYDE ambience and atmosphere*





# DESIGN COLLABORATORS



DESIGN  
AGENCY



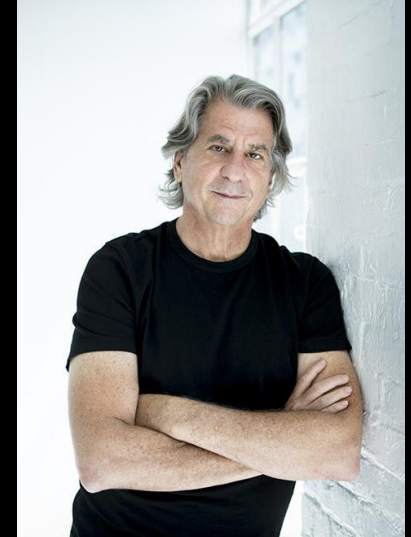
TRISTAN  
PLESSIS



SUNDUKOVY  
SISTERS

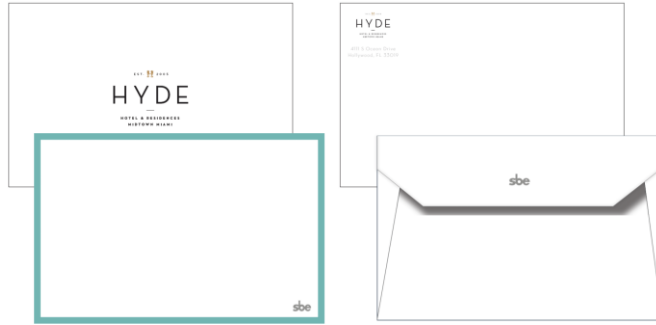


AOMA  
ESTUDIO



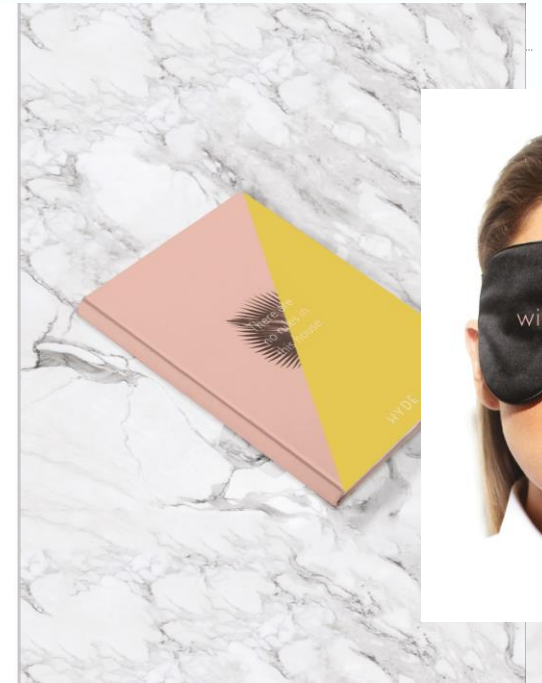
ROCKWELL  
GROUP

HYDE



Everything You Need  
Nothing You Don't

# VISUAL IDENTITY COLLATERAL & MERCHANDISE





# PROPERTY PROGRAMMING

\*OR an Ennismore Restaurant & Bar concept appropriate to market

## Hotels

HYDE

## Residences

HYDE LIVING

## Spa

CIEL

## Restaurants

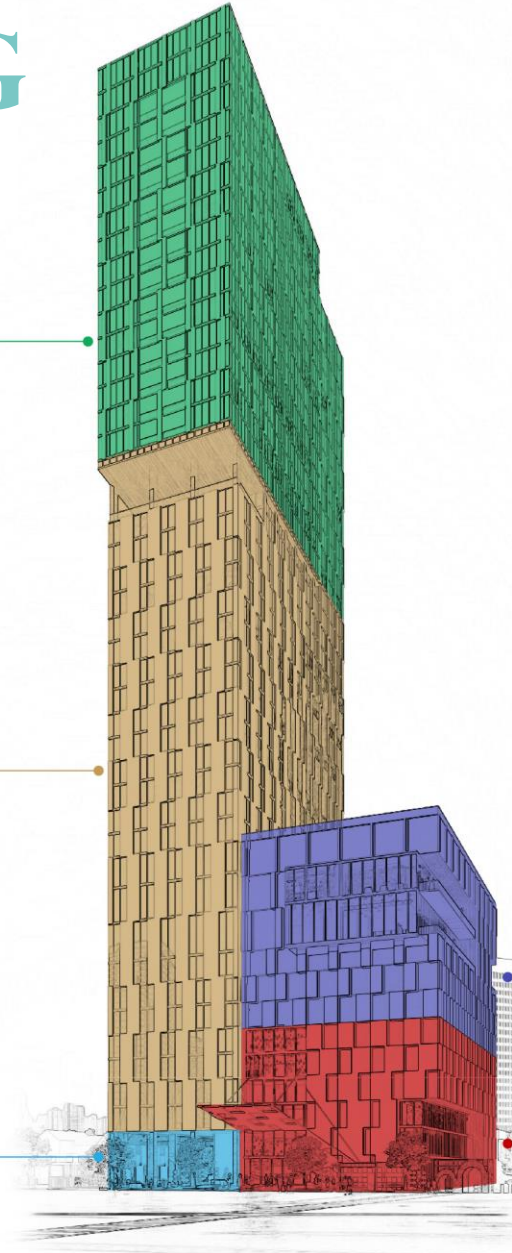
Cleo  
Fi'lia  
Leynia  
Diez y Seis  
Bottega di Carna  
\*

## Nightlife & Day Clubs

HYDE BEACH  
Privilege

## Mixology & Lounges

Hudson Tavern  
Perq Café  
18Hours  
\*



# DEVELOPMENT BRAND CRITERIA

		EUROPE	WORLDWIDE
URBAN	RECOMMENDED NUMBER OF ROOMS	150 and + keys	150 - 300 keys
	ROOM AVERAGE SIZE	20 - 28 m²	24 - 32 m²
	TGFA / ROOM	50 - 60m²	60 - 70 m²
RESORT	RECOMMENDED NUMBER OF ROOMS	120 and + keys	100 – 300 keys
	ROOM AVERAGE SIZE	28 – 40 m² + balcony	
	TGFA / ROOM	60 - 80m²	80 – 110 m²

- FOOD & BEVERAGE

  - 1 Ennismore Lifestyle F&B outlet
  - 1 Bar / Lounge
  - 1 Destination 3 meal restaurant
- WELLBEING

  - Ciel Spa (on market demand)
  - HYDE Pool\* (highly preferable)
  - \*Resort to have 2 pools, (1x Family 1x HYDE Beach Club)*
  - Fitness Center (on market demand)
- MEETINGS

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

	PRIME LOCATIONS	SECONDARY LOCATIONS	AIRPORTS SUBURBS
CAPITALS KEY CITIES & RESORT DESTINATIONS	●	●	●
MAJOR DOMESTIC DESTINATIONS	●		
OTHER CITIES & ATTRACTIVE TOURISTIC DESTINATIONS	●		

HYDE

# THE HYDE FOOTPRINT & PIPELINE

HYDE MIDTOWN, MIAMI  
HYDE HOLLYWOOD, FL (RESIDENCES)  
HYDE BEACH HOUSE (RESIDENCES)

HYDE MAZATLAN

HYDE LIVING MUNICH AIRPORT

HYDE DUBAI BUSINESS BAY

HYDE HOI AN

MEA	AMERICAS	ASPAC	EUROPE	TOTAL
OPERATING NETWORK				
	460 keys 2 hotels			460 keys 2 hotels
COMMITTED PIPELINE				
276 keys 1 hotel	150 keys 1 hotel	277 keys 1 hotel	230 keys 1 hotel	933 keys 4 hotels
LOI PIPELINE				
	90 keys 1 hotel	1 052 keys 3 hotels	520 keys 2 hotel	1 662 keys 6 hotels





## HYDE DUBAI, BUSINESS BAY, UAE

**F+B Outlets: (5)** Cleo, Perq Café, Katsuya, Hudson Tavern, HYDE Pool Bar

**Amenities:** Ballroom, Meeting Rooms, Spa

**ID Designer:** CQS (Milan), Tristan Du Plessis (South Africa)

Keys: 267  
Room size: 36m2

Opening  
Q4 2021





## HYDE MAZATLAN, MEXICO

**F+B Outlets: (4)** All Day Dining, Lobby Bar / Lounge, Pool Bar & Grill, Spec Bar

**Amenities:** Event Space, Spa w/ 6 treatment rooms, Fitness, Kid's Club

**ID Designer:** AoMA Estudio

Keys: 150 & 50 BR  
Room size: 29 – 31 m<sup>2</sup>

Opening  
Q4 2023



WIP – not final image



**HYDE LIVING LACAMPUS MUNICH AIRPORT, GERMANY**

**F+B Outlets: (4)** All Day Dining, Bar, Hyde Away, Lobby Lounge + Breakfast offer  
**Amenities:** Fitness Center  
**ID Designer:** JOY Design

Keys: 230  
Room size: 21,5 - 33 m²

Opening  
Q4 2024





## HYDE HOI AN, VIETNAM

**F+B Outlets: (4)** Hyde Beach Club, Perq Café, Hyde Kitchen & Cocktails, Hyde Lounge

**Amenities:** 2 meeting rooms, Function Space

**ID Designer:** Elenberg Fraser

Keys: 277 + 247 BR  
Apartment size: 115 m<sup>2</sup> + 27m<sup>2</sup> terrace

Opening  
Q4 2024

