



MORGANS ORIGINALS

BRAND IMMERSION BROCHURE

AUGUST 2021

An Iconic Reputation.

Morgans Originals is rooted in a legacy that evolves with the best of its times. Founded by Studio 54's Ian Schrager, Morgans opened on Madison Avenue in 1984 as the first boutique hotel. Three decades later, we are reviving the brand for discerning owners and guests around the world.

Culture Meets Curation.

An escape for free thinkers, the first Morgans Original defined popular culture. This historic hotel pioneered how individuals experienced hospitality. Launching the idea of socializing in common spaces, unrestricted by rules, it fostered a community of creative talent through architectural design.



We are bringing Morgans back.

More than a hotel, this is a vibrant and luxurious destination you want to be invited to.

This is not
just another
Hotel.

—

This is not
just another
Restaurant.

—

This is not
just another
Bar.



This is
a place to
be heard.

Not just
seen.

This is a place
to set things in
motion, not just
go through the
motions.



What Makes a Hotel a Morgans Originals?

One-of-a-Kind

Strong, free-spirited identity led by unique, statement-making design. Independent from a global group.

On the Pulse

Culturally relevant programming to create key moments. Providing latest, greatest and always discerning experiences.

Invitation Only

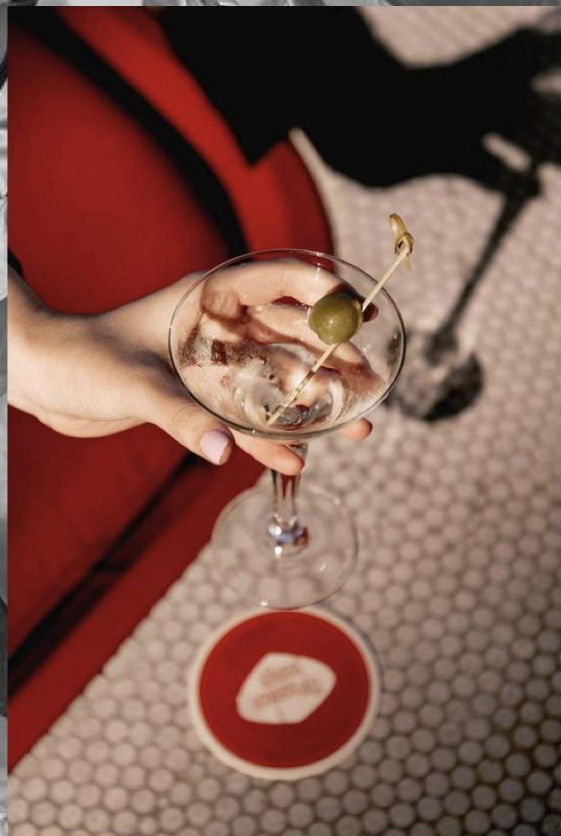
Limited access and exclusive. More than a hotel, this is a vibrant and luxurious destination you want to be invited to.

Best of the Best

Bringing together a mix of creative partners to deliver industry-leading experiences in design, food & beverage, music, and art.

No Boundaries

Inspires you to be naughty and let yourself go.



MORGANS ORIGINALS

ESTABLISHED

1984

RE-ESTABLISHED 2021

VALUES

HERITAGE

INDEPENDENCE

CURATED

DESIGN STYLE

Experience an inimitable brand of glamour in each Morgans Original property - a frenetic hotbed of design energy, with trailblazing aesthetics and explosive creativity that is sensuous, uplifting, and desirable.

SIGNATURES

Cocktail Trolley

Secret Bar

Morgans Time

Minimal Branding

Books in Rooms

BRAND OVERVIEW

STRAPLINE

More than a hotel, this is a vibrant and luxurious destination you want to be invited to.



MISSION

No matter how big or small, a Morgans Original is always entertaining. It's the best in: food, mixology, design and atmosphere.

COMP. SET

Autograph Collection
The Luxury Collection
Curio Collection
Design Hotels

STRAPLINES

Friday Night Nostalgia
An Iconic Reputation
Culture Meets Curation
Freedom of Expression

DESIGN PRINCIPLES

ECLECTIC GLAMOUR

ICONOCLASM

CHIC ESCAPISM

BRAND POSITION

Morgans Originals is a soft brand that will lean on the pedigree and heritage of where lifestyle began with Morgans

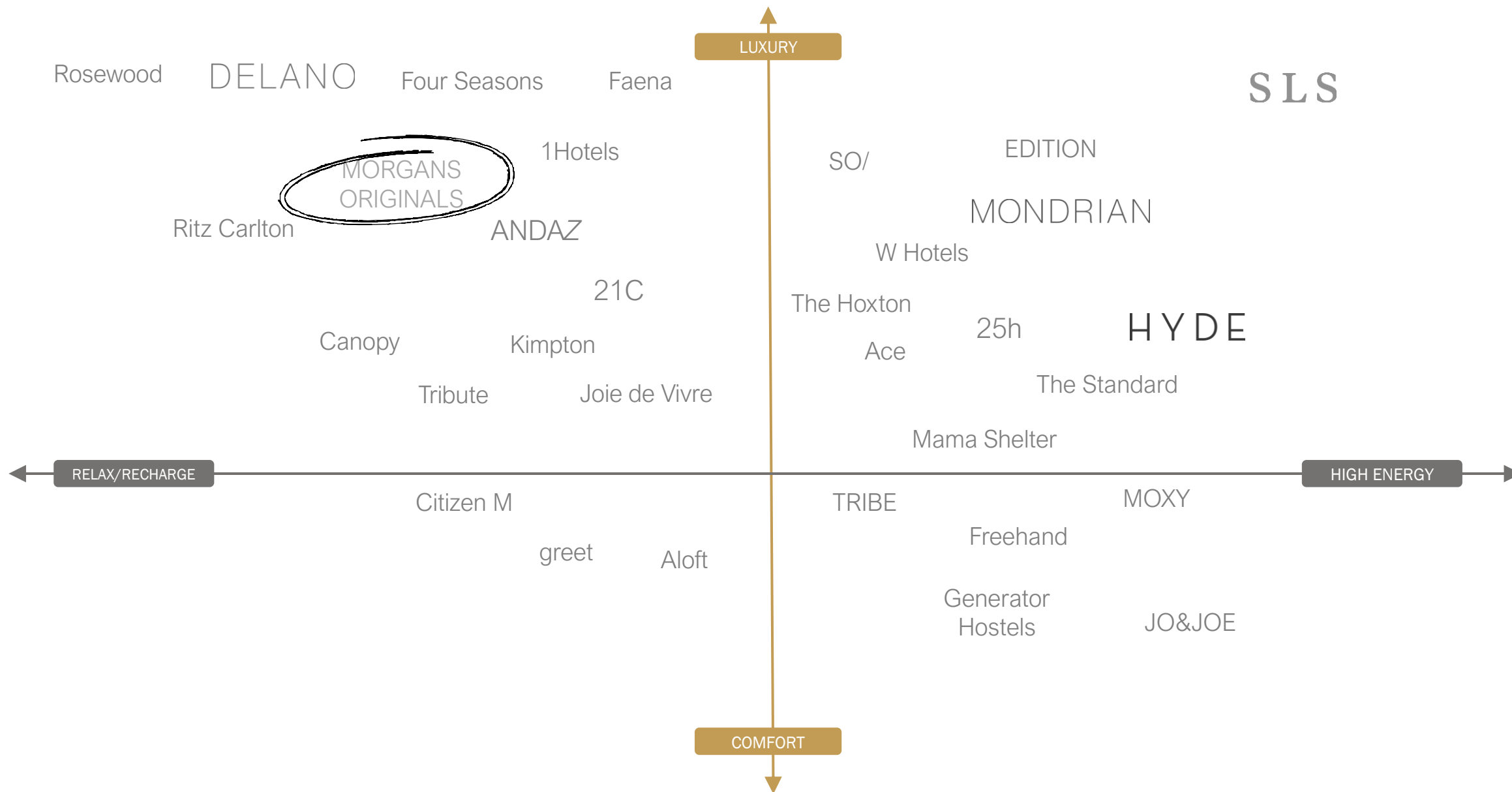
CATEGORY:

- LUXURY

COMPETITIVE SET:

- AUTOGRAPH COLLECTION
- THE LUXURY COLLECTION
- CURIO COLLECTION
- DESIGN HOTELS

	Classic	Collections	Lifestyle	Resorts	Regional
Ultra Luxury & Luxury	RAFFLES ORIENT  EXPRESS <i>Fairmont</i> S O F I T E L	EMBLEMS	DELANO SLS SO 	BANYAN TREE R I X O S	
Premium	pullman swissôtel MÖVENPICK GRAND MERCURE		MONDRIAN 2ic 25h <small>twenty five hours hotels</small> HYDE	mantis ANGSANA	Art Series PEPPERS THE SEBEL
Midscale	NOVOTEL MERCURE <small>HOTELS</small> adagio		MAMA <small>SHELTER</small> TRIBE		mantra
Economy	ibis ibis <small>STYLES</small> ibis <small>budget</small>		JO& JO		BreakFree greet



Why join Morgans Originals?

Capability

We make your hotel stronger.

Food & Beverage, Programming & Entertainment: Our ability to deliver brands / experiences that are rooted in and relevant to the local market.

Ennismore Design Studio: Fully integrated in-house design studio to assist in anything from light touches to full repositioning of the property. From graphics, interiors, art direction and more.

Credibility

We bring you good company.

Morgans Originals is a mark of approval. Receive credibility and association with other authentic brands in the group.

Opportunity

We open up new doors.

Receive access to Accor's global distribution channels and join an international loyalty programme.

MORGANS ORIGINALS

DESIGN COLLABORATORS.



DESIGN AGENCY

ALLEN CHAN
MATT DAVIS
ANWAR MEKHAYECH



STUDIO COLLECTIVE

ADAM GOLDSTEIN
CHRISTIAN SCHULZ
LESLIE KALE



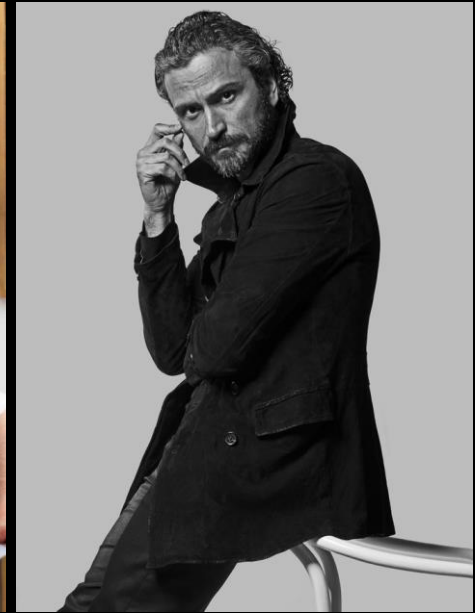
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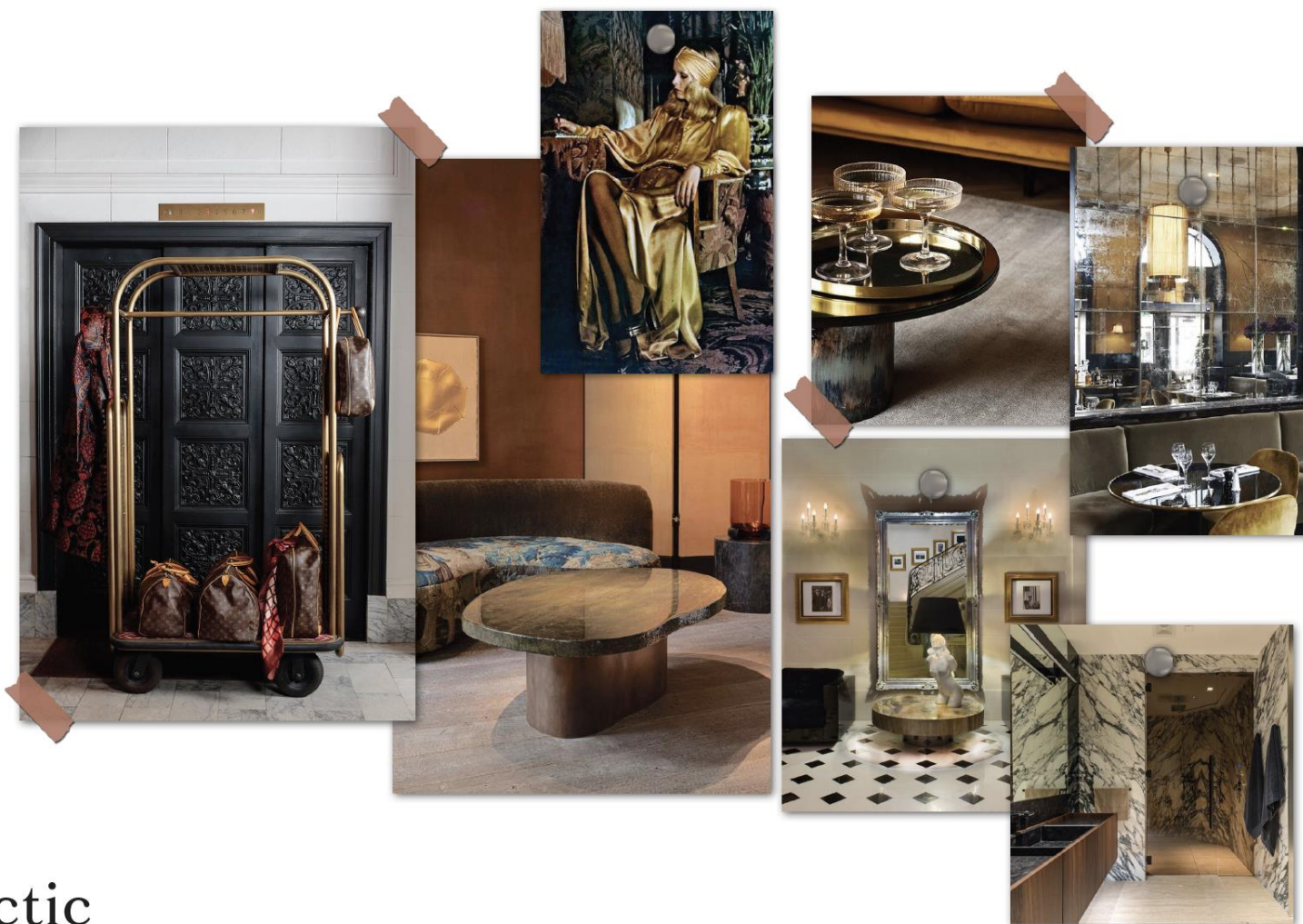
MARTIN BRUDNIZKI

MARTIN BRUDNIZKI



STUDIO MUNGE

ALESSANDRO MUNGE



Eclectic Glamour

Celebrating glamour with an abstract twist. Contrasting luxurious textures and classic elements to create an overall feeling of luxury that is bold, rich, tonal and sophisticated.



Iconoclasm

Reject the status quo and carve out unique spaces that are unprecedented and unexpected. This is not a hotel for trends or fads but expressing new modes of style and sophistication.



Chic Escapism

Visceral, high-design spaces that energize, inspire, transport and excite the senses.

PROPERTY

PROGRAMMING

Hotels

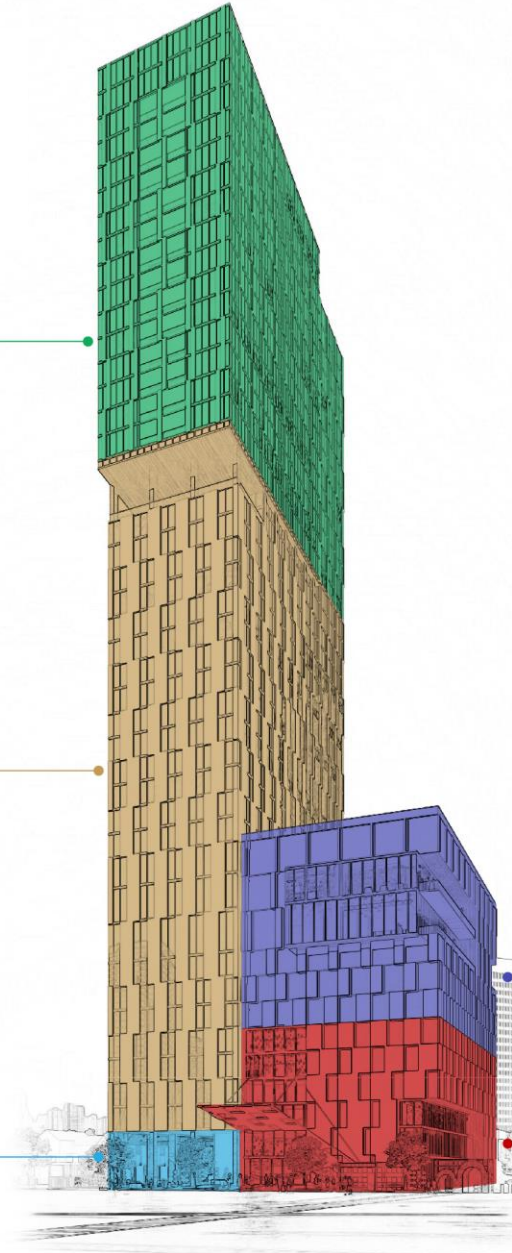
MORGANS ORIGINALS

Residences

MORGANS ORIGINALS

Spa

CIEL SPA



Restaurants

carna Cleo *A'lia* KATSUYA

ALTITUDE POOL & LOUNGE THE BAZAAR TRES

Nightlife & Day Clubs






HYDE BOND ALTITUDE POOL & LOUNGE

S SKYBAR RISE privilege

Mixology & Lounges

S BAR Christina's 18 HOURS
SAAM THE PERQ

DEVELOPMENT BRAND CRITERIA

				PRIME LOCATIONS	SECONDARY LOCATIONS	AIRPORTS SUBURBS
	EUROPE	WORLDWIDE	CAPITALS KEY CITIES & RESORT DESTINATIONS			
RECOMMENDED NUMBER OF ROOMS	150 and + keys	150 – 300 keys	MAJOR DOMESTIC DESTINATIONS			
ROOM AVERAGE SIZE	24 – 32 m²	32 – 40 m²				
TGFA / ROOM	70 - 80 m²	80 – 90 m²	OTHER CITIES & ATTRACTIVE TOURISTIC DESTINATIONS			
RECOMMENDED NUMBER OF ROOMS	120 and + keys	100 – 300 keys				
ROOM AVERAGE SIZE	28 – 40 m² + balcony					
TGFA / ROOM	70 – 90 m²	80 – 110 m²				
FOOD & BEVERAGE	<ul style="list-style-type: none">1 Ennismore Lifestyle F&B outlet1 Bar / Lounge1 Destination 3 meal restaurant					
WELLBEING	<ul style="list-style-type: none">Ciel Spa (on market demand)Highly preferable with HYDE PoolResort to have 2 pools, 1x Family 1x HYDE Beach ClubFitness Center (on market demand)					
MEETINGS	<ul style="list-style-type: none">Meeting rooms (on market demand)Ballroom (on market demand)					

FOOTPRINT & PIPELINE

HUDSON TORONTO

TEMPLE DETROIT
ARTSTA SAN ANTONIO
LEGACY MIAMI WORLDCENTER

SANDERSON LONDON
ST MARTINS LANE LONDON

MEA	AMERICAS	ASPAC	EUROPE	TOTAL
OPERATING NETWORK				
			354 keys 2 hotels	354 keys 2 hotels
COMMITTED PIPELINE				
535 keys 4 hotels				535 keys 4 hotels
LOI PIPELINE				



ST MARTINS LANE

LONDON

A MORGANS ORIGINAL

- Designer Philippe Starck conceived St Martins Lane London as a surrealist wonderland viewed through the looking glass of classic British eccentricity taste.
- Cheeky, whimsical and a touch decadent, the lobby and social spaces are signature Starck style.
- It's fitting that St Martins Lane is situated in the bustling theater district in Covent Garden—the hotel is pure drama. Just ask the garden gnomes; this is classic London with a seriously seductive twist.

LOCATION

45 St. Martins Lane, London WC2

KEY COUNT

204 Rooms / 14 Suites / 1 Penthouse Suite

/1 Apartment Suite

DESIGNER

Philippe Starck

F&B OUTLETS

Den / Blind Spot / EllaMia

AMENITIES

Jones & Payne Hair Salon / Gymbox

featuring Olympic-Sized Boxing Rings

FLEXIBLE EVENT SPACE

10,000+ SF



SANDERSON

LONDON

A MORGANS ORIGINAL

- Centuries of British tradition collide with the avant-garde vision of designer Philippe Starck to dazzling effect at the incomparable Sanderson in London's West End.
- The hotel is located in a historic modernist building constructed in 1958 as the home of Sanderson Textiles, a venerable English fabric and wall covering company.
- Today, reproductions of nineteenth-century dog portraits and Louis XV furnishings rub shoulders with Venetian mirrors and African fertility chairs in an intoxicating mélange of color and style.
- This magnificently eccentric mix is the heart and soul of Sanderson, the ultimate meeting place for modern London.

LOCATION

50 Berners Street, London W1

KEY COUNT

150 Rooms / 18 Suites / 2 Penthouse

DESIGNER

Philippe Starck

F&B OUTLETS

**The Restaurant at Sanderson / Mad Hatters
Afternoon Tea / Long Bar / Purple Bar**

/ Billiard Room

AMENITIES

Courtyard Garden / Fitness Center / Ciel Spa

FLEXIBLE EVENT SPACE

23,000+ SF



TEMPLE

D E T R O I T

A MORGANS ORIGINAL

- Coming soon, Morgans Originals is pleased to debut Temple Detroit.
- Working with architecture firm McIntosh Poris Associates alongside Kravitz Design to complete the 190,000 square foot 1920's Albert Kahn-designed building.

LOCATION

640 Temple St, Detroit, MI 48201

KEY COUNT

100 Rooms

DESIGNER

Kravitz Design

TEMPLE by Kravitz Design
D E T R O I T

“Detroit is a special place with a fascinating history. My connection with the city has been through the decades of music created there. I have also become interested in Detroit as being a city being reborn. It's very satisfying as a result for myself and the Kravitz Design team to offer our energy and ideas to the success of the Temple Hotel and Detroit.”

— Lenny Kravitz





ARISTA SAN ANTONIO, A MORGANS ORIGINAL, UNITED STATES

F+B Outlets: (4) Fi'ila, Sbar, Coffee / Café Concept, Sky Bar

Amenities: xxx

ID Designer: XXX

Keys: 112
Room size: xxx m²

Opening
Q1 2024



LEGACY MIAMI WORLDCENTER, A MORGANS ORIGINAL, UNITED STATES

F+B Outlets: (6) Destination Restaurant & Bar, Café, All Day Dining & Pool Grill, Adult Pool Bar & Lounge, Sky Atrium Lounge & Pool Deck, Pool Deck Bar

Amenities: Pre-Function, Junior Ballroom / Flexible Meeting rooms, Ballroom, Residences Studios, Executive Lounge, Fitness, Spa, Sky Pool, Podium Rooftop Pool

ID Designer: Design Agency (F&B + Public Areas), IDDI (Guestrooms & Condos), Kimley Horn (Pools & Exterior)

Keys: 219 + 310 BR
Room size: 360 ft²

Opening
Q1 2024



LEGACY MIAMI WORLDCENTER, A MORGANS ORIGINAL, UNITED STATES



HUDSON TORONTO, A MORGANS ORIGINAL, CANADA

F+B Outlets: (4) Lobby Bar / Lounge, Specialty Restaurant, Speakeasy Lounge, Rooftop Restaurant Lounge

Amenities: Meeting Rooms

ID Designer: Design Agency

Keys: 104
Room size: 270 ft²

Opening
Q1 2024

THANK YOU