



SLS

HOTEL & RESIDENCES

Brand Immersion Pitch

V1

OCTOBER 2021

Brand Story

A place that must be experienced to be believed. Where classic themes are remixed, where the ultra modern is always timeless, where the predictability of luxury is completely upended. More than a hotel and residence; SLS is a cocoon of delights created to pamper and inspire.

Welcome to The Impossible.



Mission

To create & curate a wunderkammer* of varied & extraordinary moments that truly resonate with guests & define luxury hospitality in the 21st century.

* Wunderkammer: German, 1500s expression meaning “Wonder room”.
SLS is the home of an extraordinary experience, with a playful ambiance.

Culinary artistry, theatrical interiors, subversive design touches and unexpected indulgences. With leading developers, architects, designers & chefs, we’re anticipating, innovating and shaping the future of luxury lifestyle living.





BRAND OVERVIEW

Established

2008

Values

Unparalleled Excellence
Limitless Ambition
Inspirational Design
Social & Welcoming
Enchantment & Wonder

Design Style

Classics Revisited

Signatures

Lush Arrival
Always Surprising
The Legacy pool
Secret Little Surprises
Cabinet of Curiosities

Strapline

Luxury Remixed

Mission

Our raison d'être is to indulge, delight & entertain the discerning pleasure seekers of the 21st century.

Comp Set

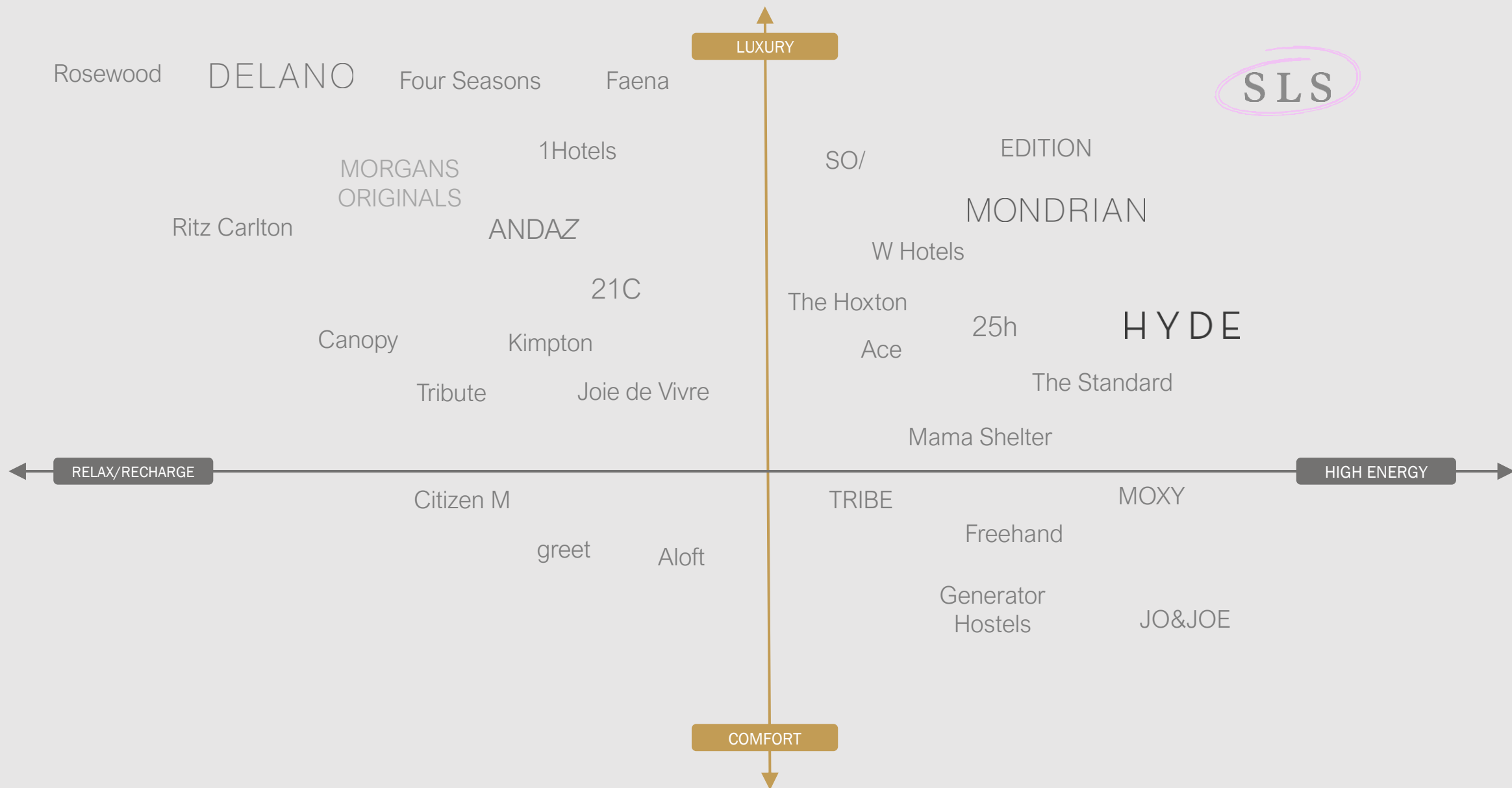
Edition

Additional Straplines

A Cocoon of Delights
Classic Grandeur, Reimagined
Playful Delights on Every Turn
Sophistication with a Twist

Design Principles

Whimsical / Contemporary / Glamorous / Crisp
Seductive / Sophisticated / Romantic / Playful





ICONIC ELEMENTS



Entrance

Many of our SLS properties welcome guests in true Hollywood style, with an iconic red carpet leading the way from the valet to the entrance of the hotel.

Duck

Many of our SLS properties are home to a giant metallic duck. The vision of Philippe Starck was to bring the playful spirit to life poolside at SLS with this iconic figure.

Elevators

Many of our SLS properties are home to a giant metallic duck. The vision of Philippe Starck was to bring the playful spirit to life poolside at SLS with this iconic figure.

Mirrors

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





ICONIC ELEMENTS



Local Landscape

While each SLS guestroom is distinctly recognizable, each property offers unique details that reflect the location of the property.

Cabinet of Curiosities

The SLS wardrobe is filled with intrigue and designed for discovery – filled with curated items for absolute comfort and coziness.

Secret Little Surprises

The guestroom is laced with a Secret Little Surprise which sparks curiosity.

Unexpected Artistic Delights

SLS is a cocoon of delights and curated art is imperative to our story. Elegant styling is used to achieve a spirit that's entirely unexpected.



DESIGN COLLABORATORS



AVENUE ID

ASHLEY MANHAN
& ANDREA DEROSA



HGX DESIGN

HAL GOLDSTEIN



ANDA ANDREI DESIGN

ANDA ANDREI



STARCK

PHILIPPE STARCK

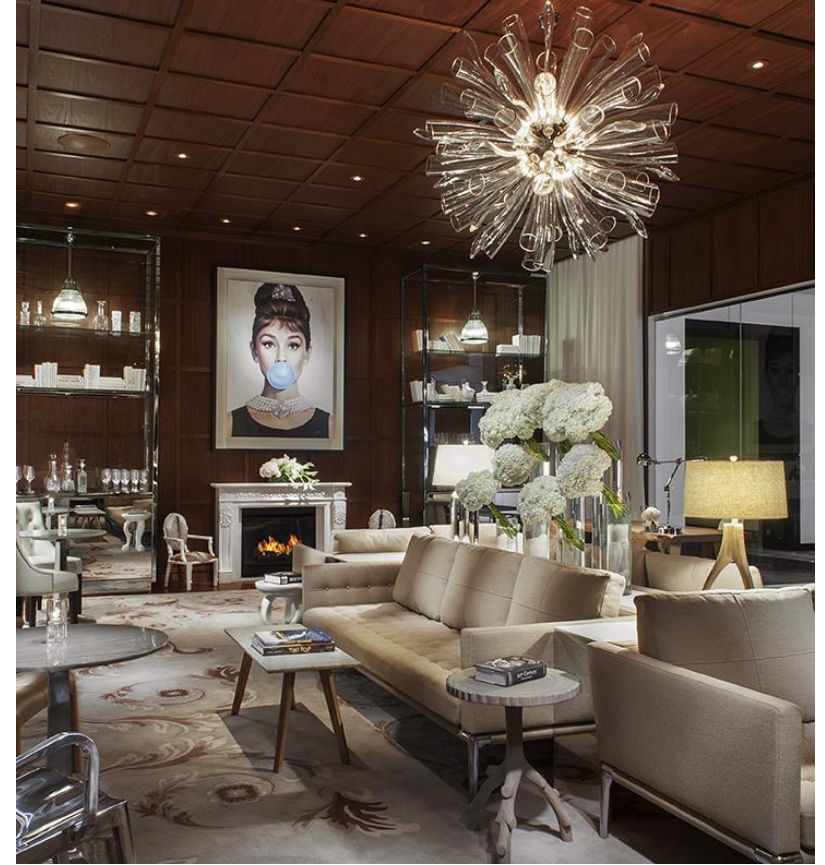


TONYCHI STUDIO

TONY CHI



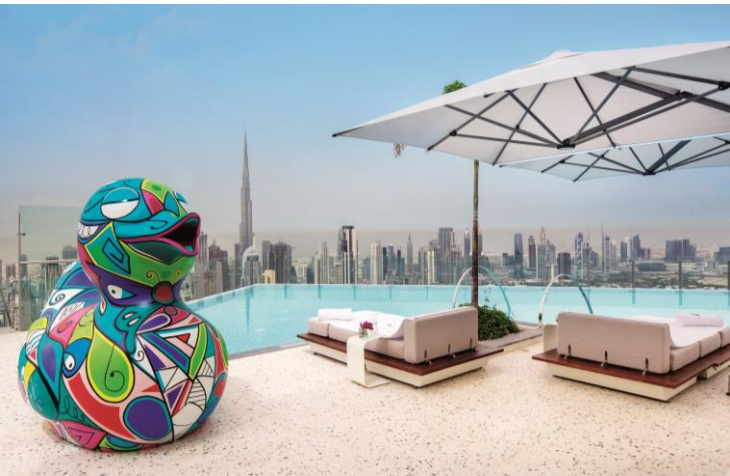
MARTIN BRUDNIZKI



Look & Feel

PUBLIC SPACES

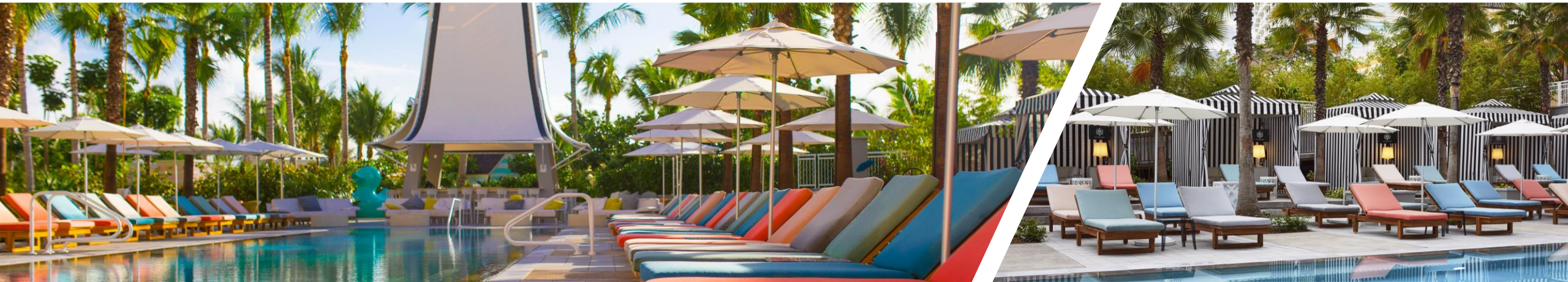
A strong day-to-night transformation is key to the SLS ambience and atmosphere

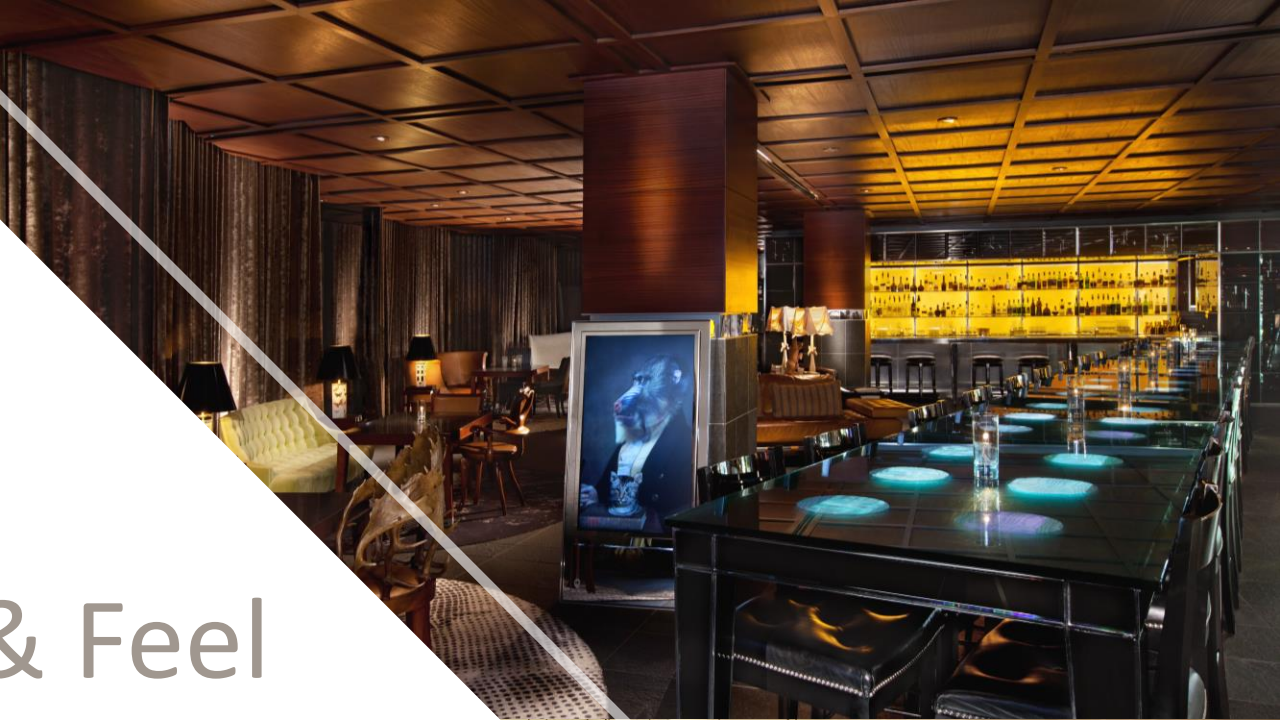


Look & Feel

PUBLIC SPACES

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



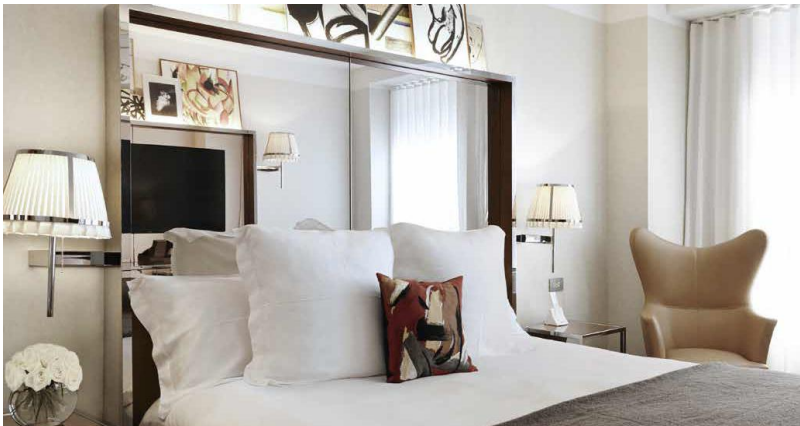


Look & Feel

FOOD & BEVERAGE

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

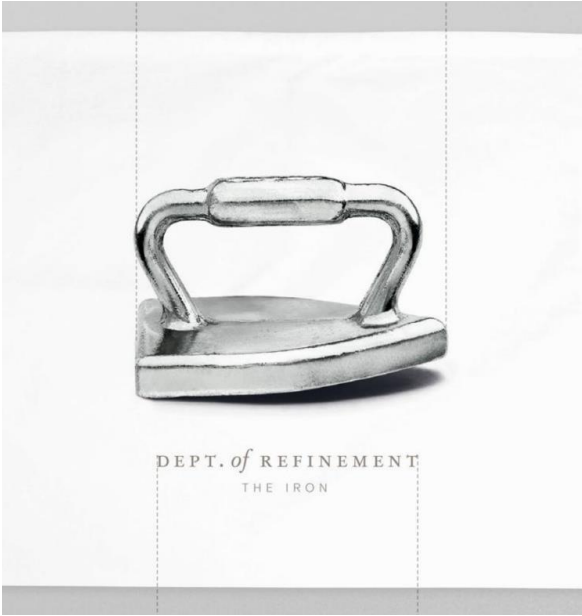




Look & Feel

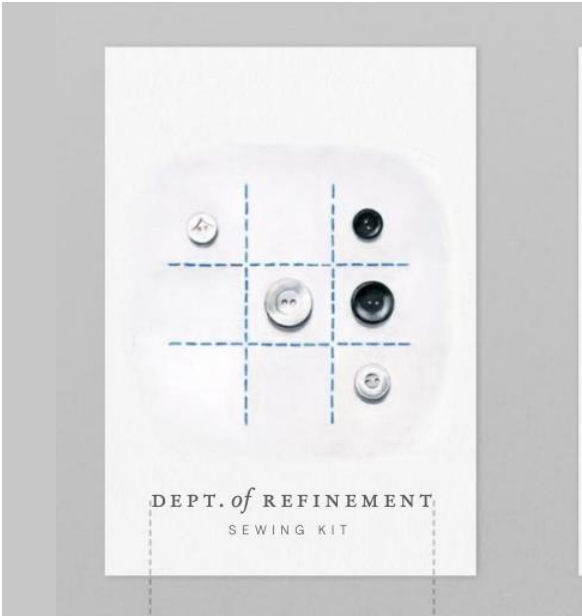
GUEST ROOM

While each SLS guestroom is distinctly recognizable, each property offers unique details that reflect the location of the property.



Collateral & Merchandise

Everything you need, nothing you don't.



Collateral & Merchandise

Everything you need, nothing you don't.

PROPERTY PROGRAMMING

Hotels

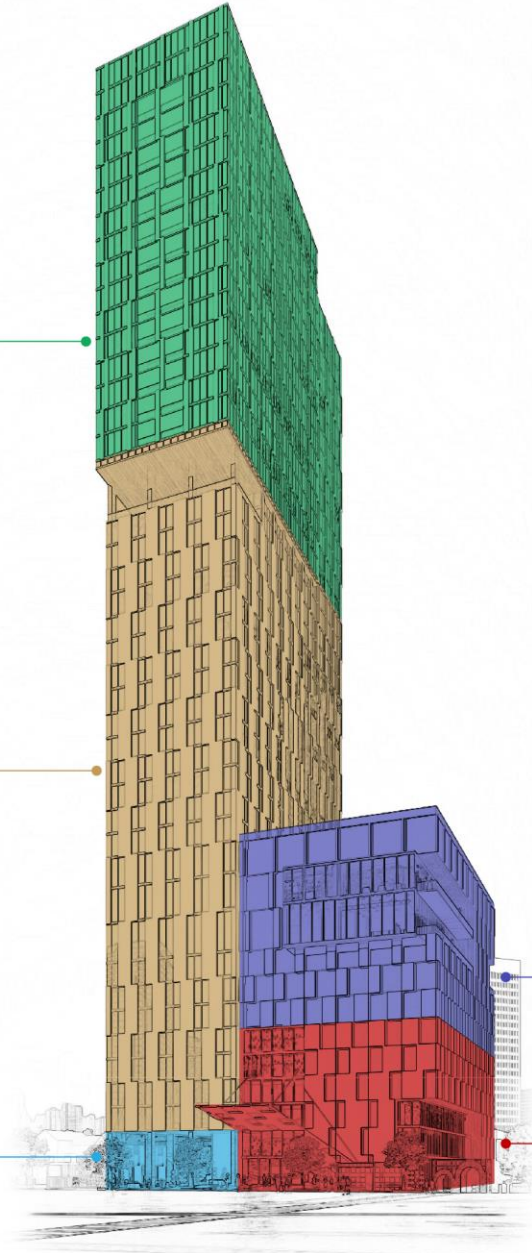
SLS

Residences

SLS

Spa

CIEL SPA



Restaurants

carna Cleo *A'ia* KATSUYA

ALTITUDE POOL & LOUNGE THE BAZAAR TRES

Nightlife & Day Clubs

HYDE BOND ALTITUDE POOL & LOUNGE

S SKYBAR RISE privilege

Mixology & Lounges

S BAR SAAM

*OR an Ennismore Restaurant & Bar concept appropriate to market

Development Brand Criteria

		EUROPE	WORLDWIDE
URBAN	RECOMMENDED NUMBER OF ROOMS	150 and + keys	150 – 250 keys
	ROOM AVERAGE SIZE	32-35 m²	37-40 m²
	TGFA / ROOM	60 - 70 m²	70 – 80 m²
RESORT	RECOMMENDED NUMBER OF ROOMS	150 and + keys	150– 250 keys
	ROOM AVERAGE SIZE	40-45 m² + balcony	
	TGFA / ROOM	70 – 90 m²	80 – 110 m²

- 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)

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

SLS Footprint and Pipeline

HOTELS & RESIDENCES

SLS LUX BRICKELL
SLS BRICKELL
SLS SOUTH BEACH MIAMI

SLS HALLANDALE
SLS SCOTTSDALE

SLS BEVERLY HILLS

SLS BAHA MAR
SLS CANCUN

SLS PUERTO MADERO

SLS DUBAI HOTEL & RESIDENCES

MEA	AMERICAS	ASPAC	EUROPE	TOTAL
OPERATING NETWORK				
575 keys 1 hotel	989 keys 6 hotels			1,564 keys 7 hotels
COMMITTED PIPELINE				
	534 keys 3 hotels			534 keys 3 hotels
LOI PIPELINE				
80 keys 1 hotel	650 keys 4 hotels			730 keys 5 hotels



SLS SOUTH BEACH MIAMI, UNITED STATES

F+B Outlets: (3) The Bazaar by Jose Andres, Katsuya, Bar Centro
 Amenities: 2 meeting rooms, Outdoor Swimming Pool, Beach Access
 ID Designer: Philippe Starck

Keys: 140
 Room size: 17 – 25 m²

Opened
 2012



SLS BAHAMAR, NASSAU, THE BAHAMAS

F+B Outlets: (11) Bungalow Pool Bar & Grill, Carna, Katsuya, Skybar, Fi'lia Baha Mar, Cleo, 25 Degrees North, Privilege, Umami Burger, Monkey Bar, Baha Bay Beach Club & 1 Nightlife Bond

Amenities: 7 meeting rooms, Outdoor Pool, ESPA Spa, Beach Access, Fitness Centre, Golf Course & Casino near by, Tennis Court

ID Designer: Avenue Interior Design (LA)

Keys: 299
Room size: 33 m²

Opened
2017



SLS CANCUN, MEXICO

F+B Outlets: (1) Leynia

Amenities: 1 meeting room, Outdoor Swimming Pool

ID Designer: Piero Lissoni

Keys: 45 + 344 BR
Room size: 51 - 64 m²

Opened
2021



SLS DUBAI HOTEL & RESIDENCES, UNITED ARAB EMIRATES

F+B Outlets: (5) Fi'lia, Carna, EllaMia, S Bar, Privilege + opening soon (1) : 12 Chairs

Amenities: Ciel Spa, Function Hall, 5 meeting rooms, rooftop swimming pool

ID Designer: Paul Bishop

Keys: 254 + 321 SR + 371 BR
Room size: 51 - 64 m²

Opened
2021



SLS CANCUN, MEXICO

F+B Outlets: (1) Leynia

Amenities: 1 meeting room, Outdoor Swimming Pool

ID Designer: Piero Lissoni

Keys: 45 + 344 BR
Room size: 51 - 64 m²

Opened
2021



SLS PUERTO MADERO, BUENOS AIRES, ARGENTINA

F+B Outlets: (1) Leynia

Amenities: Ciel Spa, Outdoor Swimming Pool, Gym, Function Room

ID Designer: Piero Lissoni

Keys: 59 + 160 BR
Room size: xxx m²

Opening
Q4 2021



SLS SCOTTSDALE, ARIZONA, UNITED STATES

F+B Outlets: (4) Carna, Coffee Shop, Dani Garcia Concept, Rooftop Pool concept

Amenities: Rooftop Pool

ID Designer: xxx

Keys: 240 + 24 BR
Room size: xxx m²

Opening
Q4 2023



SLS HALLANDALE, UNITED STATES

F+B Outlets: (2) Carna, Katsuya

Amenities: Spa, Golf

ID Designer: Jansen Goldstein

Keys: 240 + 300 BR
Room size: xxx m²

Opening
Q2 2022