

The #captureibisstyles operation kicks off
**ibis Styles unveils the results of its survey on
 how design is viewed around the world**

Paris, March 13th 2015 – In your opinion, is design for “bobos” (bohemian bourgeois) or intellectuals? Would you be prepared to forgo a restaurant outing or your next holidays so you could treat yourself to a designer item? The question is, are we all talking about the same thing when we talk about design? It’s such a subjective issue that it’s difficult to establish a universal definition for it. We associate it with the notions of “stylishness”, “graphic design” and of course “decorating” and “interior design”. As part of its drive to make the world of design accessible to as many people as possible, from March 13th to May 13th 2015, ibis Styles is running a totally connected operation on instagram: #captureibisstyles. To mark its launch, the brand is providing unprecedented insight into how people view design in France and six other countries.

- **Half the people surveyed believe that the principal aim of a designer object is to “surprise”.**
- **For over two-thirds of the French, the world of design is best represented in furniture items.**
- **45% of the people surveyed associate design with a fashion or trendy concept.**
- **More than half of Brazilians hope and even dream of being able to treat themselves to a designer object one day.**
- **53% of French refuse to pay more for a designer object.**

ibis Styles or design for everyone

ibis Styles, the brand of economy hotels with unique personalities and multiple designs of Accor, has endeavored to study and shed light on the way the notion of design is viewed and interpreted in seven countries.

To do so, the brand, which has over 270 hotels around with world, each with their own distinctive styles, surveyed groups of 300 people (half men and half women) representative of the populations in France, Germany, Brazil, Spain, Italy, United Kingdom and Poland, or a total of 2,100 individuals. Their views, desires, expectations, and more, were all analysed exhaustively in order to decipher and understand how they relate to the world of design.

And the timing is perfect because, **in all the countries that were surveyed, design and economy hotels are two, perfectly compatible worlds!** Topping the list were the Brazilians, with **90% of them approving the combination of these two worlds.**



ibis Styles Sao Paulo Anhembi (Brazil)



ibis Styles Lyon Villeurbanne (France)

Design, a multi-faceted concept

Design is perceived as something emotional that is tied in with sentiment and pleasure. **Half the people surveyed believe that the principal aim of a designer object is to “surprise”.** In fact women are more receptive to designer objects, with 52.5% of them declaring so, compared with 45.9% of the men. **41% of the people surveyed, all countries included, agreed that design creates value through the esthetic appeal it contributes to an object.** 36% of the British also associate design with usefulness.

The survey reveals that design is materialized and represented in different ways from one culture and country to another. **For over two-thirds of the French, the world of design is best represented in furniture items.** 40% of the English see design through the prism of architecture. Spaniards see it more in terms of one's look and 36% of them associate it with ready-to-wear fashion. Lastly, 53% of the Germans believe it is present in everyday objects.

45% of the people surveyed associate design with a fashion or trendy concept. For 94% of them, elegance is one of its key characteristics.

Towards the democratization of design

Opinions differ depending on the nationalities as to whether design is elitist or popularized. Up until now, design was often positioned at the high-end of the market, but nowadays it is no longer reserved for an elite and is starting to become popularized and feature in the everyday lives of the general public.

More than half of Brazilians hope and even dream of being able to treat themselves to a designer object one day. For the British (28%) and the Spanish (30%), designer items continue remain inaccessible because they are often too pricey.

When asked the question “Would you be prepared to pay more for something if it is a designer object?”, more than 50% of the people answered “yes”. With one exception: France! 53% of the French refuse to pay more.

On the whole, the women in the survey sample appeared more receptive to the notion of design. 34.4% of them consider it a dream, compared with 29% of men. However, 24.7% of the men surveyed believe that it is usual to own a designer object nowadays, compared with just 16.5% of the women.

“The results of this survey show that design is no longer the prerogative of luxury or boutique hotel guests. It’s everywhere and for everyone. As an economy hotel brand, we are proud to offer our guests more than 270 trendy, fun, surprising and distinctive addresses that provide their stay with THE designer touch they expect !” highlights Frédéric Fontaine – SVP Global Marketing Economy (ibis, ibis Styles, ibis budget).

ibis Styles, a brand that’s in tune with its guests’ expectations

In a nutshell, ibis Styles is more than **270 hotels and more than 270 styles**. Each hotel has its own distinctive character revolving around a central theme steeping its various areas: the Olympic Games in the ibis Styles Paris Massena, wines in the ibis Styles Madrid Prado, textiles at the ibis Styles Lille Centre Grand Place, aviation at the ibis Styles Sao Paulo Anhembi and so forth. Design is one of this brand’s cornerstones. It’s all about treating its guests to constantly renewed contemporary creativity with unusual, unprecedented and unpredictable experiences.

Even though they are different, the ibis Styles hotels are easily recognizable by their bold, modern personalities. Design is used to convey generosity and friendliness. These two core values are reflected in the creation of unrestricted open spaces and in the redesigned user-friendliness of the establishments.

Capture ibis Styles: pay with likes and win designer items

From March 13th to May 13th 2015, ibis Styles is running a downright wacky, **totally connected and 100% design-centered operation called “Capture ibis Styles”**. The idea is simple: on the Instagram account @captureibisstyles, you can win the super creative pieces signed by well-known or up-and-coming designers that are in the brand’s showcase hotels!

To participate by visiting the ibis Styles hotels, simply take a photo of one of the designer objects up for grabs – which you will have no trouble spotting, thanks to their label. Then, post your photo on Instagram and tag it with the #captureibisstyles hashtag. Once your photo has obtained the required number of “likes” you will be able to take part in the raffle to win this designer piece.

To participate from a mobile phone, log on to @captureibisstyles and the brand’s panoramic shot of a designer hotel. In it, there are 15 designer items, such as Pierre Stadelmann’s WAaf Lamp, the Windmills pouf by Constance Guisset, and the Petstools Ella by Hanna Emelie Ernsting. Just find out which of the designer items are up for grabs and “like” the correct photos to take part in the raffle. There are clues in the comments to help you.



All the information about the operation is on
<http://www.epresspack.net/accor/ibis-styles-kicks-off-an-unprecedented-operation-captureibisstyles/>

About ibis Styles

ibis Styles is the brand of economy hotels with unique personalities and multiple designs of Accor, the world's leading hotel operator, present in 92 countries with over 3,700 hotels and 170,000 employees. These hotels come in a host of different styles and all feature simplicity, comfort, quality and conviviality. Located in or close to city centers, each property offers an upbeat, stylish, relaxed and fun setting. The brand is distinctive for its "all-inclusive" package which includes the room, an all-you-can-eat breakfast buffet, high speed Wi-Fi Internet access and a host of other little extras. At the end of December 2014, the network comprised 277 hotels in 24 pays. For more information about the ibis Styles hotels, please visit www.ibisstyles.com

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