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CANAL COSMOPOLITAN *Sir Nikolai opens in Hamburg*

Berlin, June 13, 2017 – Hamburg has long remained just under the radar, playing second fiddle to the gritty glamour of Berlin, and yet the eagerly-awaited opening of the iconic Elbphilharmonie has cemented Hamburg's position as Germany's most exciting cultural hub, befitting of an equally thrilling new residence. On the Nikolai fleet waterfront, Sir Nikolai is sandwiched between the Altstadt (Old Town)—the city's historical and cultural nucleus—and the regenerating, super-modern HafenCity district to the south. The luxury boutique hotel—with curated art, vintage rugs, and polished marble throughout—is a showcase for artisanal quality and tradition, seamlessly blending local heritage and international sophistication in the shadow of one of Hamburg's oldest churches, Sankt Katharinen. www.designhotels.com/sir-nikolai-hotel

Design agency FG Stijl has directed their award-winning nous into artfully converting a former warehouse to create the 94-room Sir Nikolai. Extending into the glass-covered courtyard, The Patio is the beating heart of the hotel with its fluid interior/exterior setup playing host to both cozy fireside soirées and the eternal cocktail hours of summer thanks to a fully retractable ceiling. Two canal-side terraces further blur the lines between inside and out. Opening late 2017, the 300 square meter subterranean SPA will take on an elegant yet casual vibe, with a pool and sauna overlooking the canal, as well as having three treatment rooms, a steam room, and a gym. While the SPA takes care of spiritual nourishment, more immediate sustenance comes courtesy of THE ENTOURAGE GROUP's destination restaurant IZAKAYA Asian kitchen & bar. Incorporating the entire ground floor and patio, the innovative Japanese-Peruvian dining experience pushes

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the boundaries of Nikkei cuisine in urban-chic surroundings.

Spanning between 20 and 56 square meters, Sir Nikolai's 94 rooms and suites afford views over The Patio, the Nikolaifleet canal, or the Altstadt, where boutique shops and cafés wind along the waterways. Each is luxuriously outfitted with custom-made furniture and lighting, while vintage carpets, contemporary artworks, and a carefully curated selection of design books and novels ensure a unique touch. A goody box of decadent treats sourced from around the city replace the staid hotel mini-bar and queen- or king-size beds are made up with the Sir Hotels' bespoke signature bedding collection. The luxurious marble bathrooms feature oversized rainfall showers, and signature DEAD CLEAN spa body amenities.



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Location

Hamburg's Altstadt sees the greatest concentration of Hamburg's historical attractions, such as the city's five main churches, the Rathaus, the Senate, and the Parliament. There is also a number of cultural institutions, such as the Hamburg Kunsthalle, Galerie der Gegenwart, Thalia Theater, Das Schiff, and the Markthalle in the Altstadt, while Hamburg's HafenCity—one of Europe's biggest urban regeneration projects this century—is just a short walk south.

About Sir Hotels

Sir Hotels is a boutique hotel brand, founded in Amsterdam in 2013 with the opening of Sir Albert, located in a former diamond factory next to the city's Museum Square. In 2016, Sir Savigny opened in the heart of Berlin's district of Charlottenburg, followed by a second outpost in Amsterdam, Sir Adam, located in the iconic A'DAM Tower. Following the opening of Sir Nikolai in Hamburg, Sir Hotels is heading to Ibiza: Sir Joan is set to open in July 2017. Sir Hotels caters to those who are looking for authentic stories and distinctive locations. Each hotel curates and combines historical buildings, stunning interior design, and cultural programming that embraces the local community. Sir Hotels was created by the award-winning Amsterdam-based hotel development and management company Europe Hotels Private Collection (EHPC). www.sirhotels.com

About THE ENTOURAGE GROUP

THE ENTOURAGE GROUP is an unrivalled hospitality empire, renowned for creating internationally acclaimed food and beverage concepts across the world. Their wide range of expertise has been cultivated extensively through years of hospitality management, operations, and fine dining experience. Owners and founders Yossi Eliyadoo and Liran Wizman, along with the Group's managing director Stephanie Pearson, inspire THE ENTOURAGE GROUP to continually set the new standard for modern hospitality. The currently owned portfolio includes MOMO, IZAKAYA Amsterdam and Hamburg, THE BUTCHER (four locations in Amsterdam, THE BUTCHER Berlin and THE BUTCHER On Wheels), SHIRKHAN, MR PORTER, THE DUCHESS and MAD FOX club Amsterdam. The upcoming restaurants include THE BUTCHER Ibiza, IZAKAYA (Munich, Ibiza, Milan) and THE DUCHESS Milan. www.the-entouragegroup.com

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ABOUT DESIGN HOTELS™

Design Hotels™ represents and markets a curated selection of over 290 independent hotels in more than 50 countries across the globe. More than a collection of hotels, the company is a collection of stories. Each property reflects the ideas of a visionary hotelier, an "Original," someone with a passion for genuine hospitality, cultural authenticity, thought-provoking design and architecture. Each "Original" stands for the individual, aesthetic and service-driven experience that his or her hotel provides.

Founded by Claus Sendlinger in 1993, Design Hotels™ offers its members insightful travel industry knowledge, from market trend consultancy to international sales representation. The company has its headquarters in Berlin and branches in London, Barcelona, New York and Singapore.

In 2015, Design Hotels™ joined forces with Starwood Preferred Guest (SPG®), enabling its member hotels to have both a greater and more selective reach while offering its Community the benefit of the industry's leading loyalty program. In every participating member hotels, SPG® members can earn and redeem Starpoints on every stay.

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