

DESIGN HOTELS™ PRESS RELEASE



LONDON CALLING

Nobu Hotel Shoreditch joins the Design Hotels™ Community

Berlin, November 21, 2017 – Behind a striking concrete and steel façade on a quiet street just off East London’s bustling Great Eastern Street, one of Design Hotels’™ newest members, Nobu Hotel Shoreditch, emerges as a tangible celebration of the city’s multiculturalism while solidifying its status as a world culinary capital. As an extension of the Nobu Hospitality group, founded by renowned chef Nobu Matsuhisa, actor and director Robert De Niro, and Hollywood producer Meir Teper, it comes as no surprise that the hotel’s culinary offerings take center stage. And yet the eponymous restaurant and bar is just one aspect of Nobu Hotel Shoreditch’s bold concept—which also incorporates a pocket garden; private dining and event spaces; a luxury spa and wellness center; and 148 rooms and suites featuring custom-made yukata robes and traditional Japanese tea sets. www.designhotels.com/nobu-hotel-shoreditch

Standing as a stunning juxtaposition to the red-brick buildings and warehouses that define the Shoreditch aesthetic, the hotel's structure is a contemporary tapestry of glass, concrete, timber, and bronze, flanked by cantilevered steel beams pointing east in homage to the hotel's Asian roots. And it is this marrying of the neighborhood's industrial identity with a distinct Japanese narrative that also characterizes the interior design of the property. A lesson in textural interplay, traditional patchwork and Asian design pieces contrast with polished gray concrete, patinated metal, and dark stone. A deconstructed geometric pattern based on sumi-e—an ink painting technique central to East Asian art and philosophy—appears throughout the hotel, while white minimalist bathrooms play host to statement brass ceramic basins. In guestrooms, a moving wall of artwork by local talent Sichi acts as a sliding window screen.

Upon entering through the grand, double-height doors, guests are greeted by a soothing palette of grays, golds, and blues in the fireside Lobby Lounge and Bar, which serves small bites and handcrafted cocktails in an informal setting. A sweeping, back-lit staircase leads to the spectacular subterranean restaurant and bar—complete with a chef's table, sushi counter, and an outdoor courtyard—where Chef Nobu's iconic Japanese-Peruvian cuisine pulls in star-studded crowds. As well as Nobu classics, the restaurant offers unique dishes inspired by the creativity and vibrancy of the local area, while the bar boasts an exquisite collection of Japanese whisky and sake.

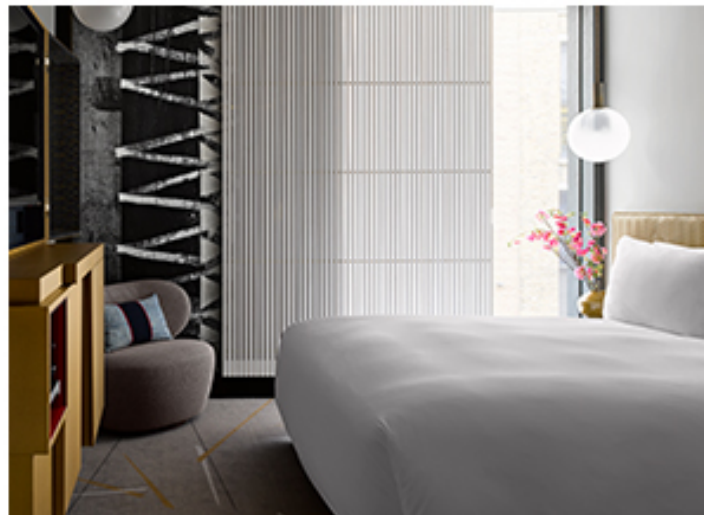
For the ultimate urban escape, Nobu Hotel Shoreditch will debut its spa and wellness center in January 2018. The Nobu Spa will feature steam room facilities and three treatment rooms, offering a range of bespoke, luxury treatments in collaboration with the renowned Spanish skincare brand Natura Bissé. Signature treatments include Nobu Zen, which incorporates stretching and massage techniques to balance the body and harmonize the mind, as well as traditional Shiatsu rituals. For those looking for a more physically demanding wellness experience, the 24-hour fitness center offers state-of-the-art Artis by Technogym® equipment and personal training sessions.

Location

Set in the heart of the pulse-quickening Shoreditch neighborhood, Nobu Hotel Shoreditch is surrounded by hip drinking dens, eclectic restaurants, and oh-so-cool concept stores and yet London's financial district is just a stone's throw away.

Distance to London City Airport 12 kilometers | 30 minutes by car

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NOTES FOR EDITORS

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ABOUT DESIGN HOTELS™

Design Hotels™ represents and markets a curated selection of over 300 independent hotels in more than 60 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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ABOUT NOBU HOSPITALITY

Named one of luxury's 25 Most Innovative Brands by Robb Report, Nobu Hotels is ranked among an elite selection of global luxury brands. The natural growth of Nobu hotels built on service, image, and reputation, offers the complete spectrum of hotel and restaurant management for unique projects around the world. Founded by Nobu Matsuhisa, Robert De Niro and Meir Teper, with operations spanning five continents, the Nobu brand thrives in the world's capitals as the ultimate destination lifestyle experience. The first Nobu Hotel opened in 2013 as a boutique hotel within Caesars Palace Las Vegas and was subsequently named one of the Hottest New Hotels by CNN Travel, Top North America Hotel Opening by Luxury Travel Advisor and subsequently Luxury Travel Advisor's Award of Excellence. The Nobu Hotel City of Dreams Manila opened in 2014, Nobu Hotel Miami Beach in 2016 and the Nobu Ryokan Malibu, Nobu Hotel Shoreditch London, Nobu Hotel Ibiza Bay and Nobu Hotel Epiphany Palo Alto have opened in 2017. Other Nobu Hotels are in development for Marbella, Riyadh, Los Cabos, Chicago, Barcelona, Toronto, Sao Paulo, Bahrain and Atlanta. Nobu is strategically focused on further expanding its global portfolio of hotels through a solid development pipeline.

www.nobuhotels.com