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PRESS RELEASE



The first member of Design Hotels™ in Vietnam *Bach Suites Saigon, the boutique hotel gateway to authentic experiences*

Berlin, December 12th, 2018 – Bach Suites Saigon is a contemporary homage to the French colonial Vietnam of yesterday and the modernism of today. This rare boutique bolthole in Saigon is an intimate 29-room, seven-suite property that echoes the elegant style of the neighborhood. Located on Turtle Lake, a famous city roundabout and favorite hangout among urban locals, the hotel is within walking distance of many historical sites including Notre Dame Cathedral and the former Presidential Palace, making Bach Suites a perfect gateway for authentic Southeast Asian experiences. www.designhotels.com/bach-suites-saigon

Defined by a feeling of nostalgia that recalls this region's past, the building's architecture by Felice Iacobellis and Lam Nguyen contrasts a white exterior and rounded corners with windows and balustrades of crisp black steel. Inside, marble floors, paneled walls, and handcrafted furniture—accented by traditional Vietnamese dark lacquers, brass, and leather—are balanced by blonde herringbone wood floors and a predominantly monochrome color palette.

The same colonial French style runs throughout the 36 rooms and suites, which range between 30 and 87 square meters, all offering generous king-size beds, kitchenettes complete with minibars, and varying city views. The two-bedroom Bach Suites also boast two bathrooms with bathtubs, separate living and dining

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rooms, are reminiscent of the tales of French aristocrat Monsieur Garnier, who first built his luxurious residence on the site of Bach Suites in 1902 and became known for entertaining guests.

The hotel also offers authentic Vietnamese cuisine in a restaurant that has been artfully designed to reflect the original ambiance of the mansion where parties were once thrown. An open kitchen island allows for a chef's table experience where guests can gain a greater understanding of the ingredients and methods of preparing iconic local dishes such as the Gỏi cuốn (Vietnamese fresh spring rolls), as well as having the option to customize and prepare their own rolls.

As the former owner of La Taverne, a celebrated French restaurant in Saigon, hotelier Bach Khanh Hoa is a Francophile with a strong background in gastronomy. Following a number of successes in hospitality, she eventually opened Bach Suites Saigon. The hotel has been a canvas upon which this hospitality stalwart hopes to bring a unique experience to the country.

Location:

Located in the city center yet tucked within a quiet enclave, Turtle Lake is a short stroll from the neo-Roman and gothic Notre Dame Cathedral, the Gothic-and Renaissance-influenced architecture of the Central Post Office, the former Presidential Palace, and the frenetic world of tree-lined thoroughfare Dong Khoi Avenue. The surrounding architecture is predominantly French, based on Vietnam's colonial past, while a number of street food vendors can be found on the pond's perimeter. The main Ho Chi Minh City airport of Tan Son Nhat (SGN) is an accessible 20 minutes by car from the hotel.

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Notes to 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, Los Angeles, New York and Singapore. Executive Board members are: Peter Cole (CEO), Serdar Kutucu (COO) and Sascha Wolff (CFO)

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 a prominent loyalty program. Since August 2018, Marriott International combined its leading loyalty programs of SPG®, Marriott Rewards® and The Ritz-Carlton Rewards® into one loyalty program with instant elite status matching and points transfer.

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