



yoohotels

Design-led hotels for smarter travellers seeking **handcrafted luxury.**

Service Ethos

**The service
blink moment -
knock your socks
off service**

**We want you to
remember how
you **felt** when you
stayed with us**

**It is about
engaging and
caring – they
will return**

Since 1999



yoyo

Management / Design / Seamless Service

Management

Our management and service team guides the soul of the hotel from the initial design concept, to hotel booking, to the warm smile and guiding hand that comforts guests as they depart our lobby for the airport.

It all ensures an uncompromised hotel experience that carries forward the truth of five-star living. It's a process we like to call 'handcrafting luxury' and it's what will ensure the unwavering guest satisfaction and investment return.

yoo Collection vision and philosophy is delivered at every touch point.

Design

Drawing from the experience of the world's leading design hotel visionaries, yooCollection understands design for the sheer visual delight, but more importantly how the smallest of design elements impact guests' emotions and experience.

No design element is left unconsidered in a yooCollection hotel. The end result is a seamless designed concept inspiring awe and wonderment and never to be forgotten.

Service

yoo Collection offers an uncompromising dedication to guests' every need and want, to create a seamless, flawless service experience mirroring the refined luxury of the hotel.

There is no formula to yoo Collection service. It's all down to intuition, understanding and attuning to guests' needs in every individual moment, to ensure guests are satisfied, and delighted, every time.

yoo Design DNA



Jade Jagger



yoo design studio

yoo Inspired by Starck



Kelly Hoppen



Marcel Wanders



Anouska Hempel



Global expertise

30 hotels

26 countries

10,000 residential units

yoo Inspired by Starck





Fasano, Rio De Janeiro



La Royal Monceau, Paris



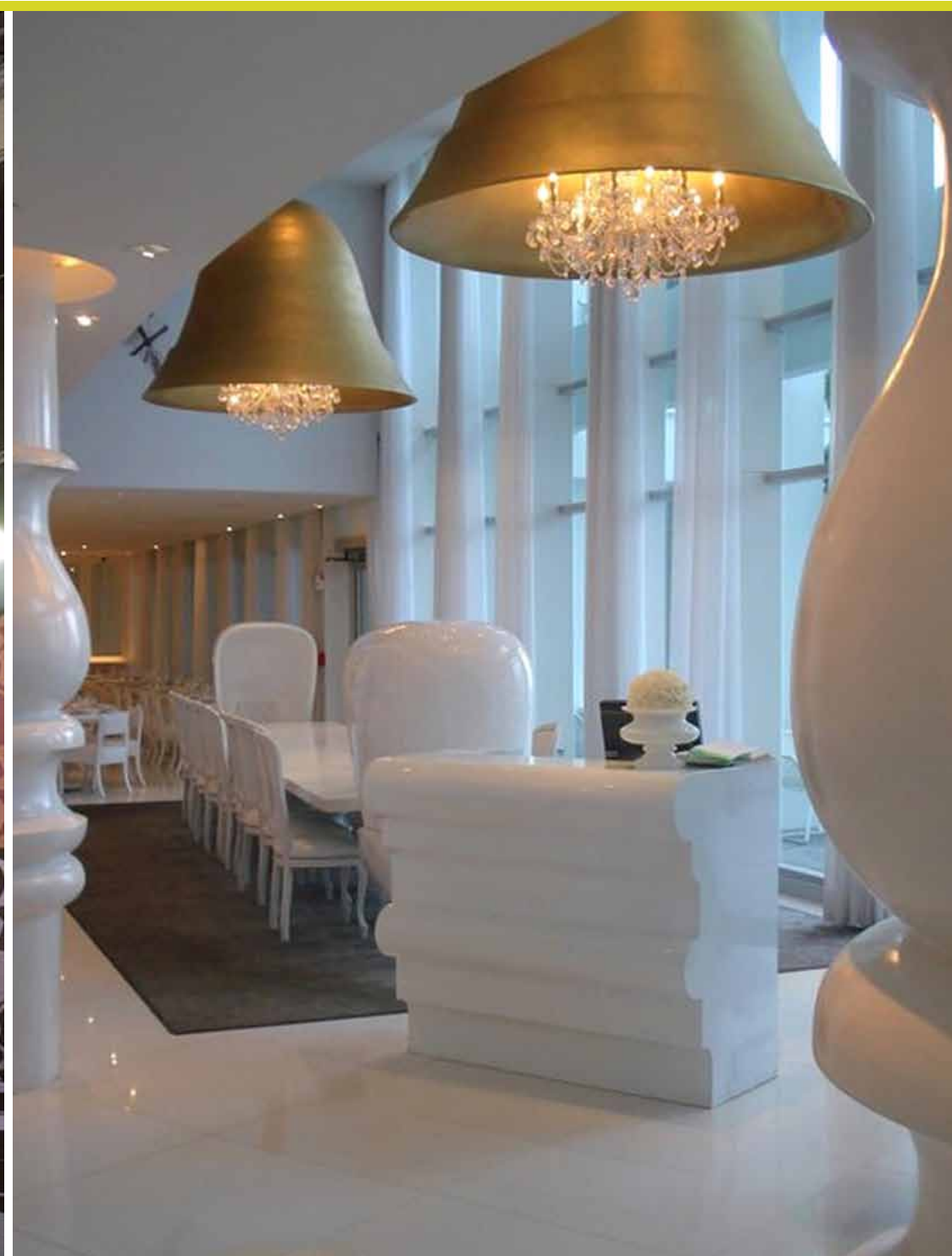
Mama, Paris

Wanders & yoo





Kameha Bonn, Bonn



Mondrian, Miami



Lute Suites, Amsterdam

Kelly Hoppen





Murmuri, Barcelona



Barkli Virgin House, Moscow



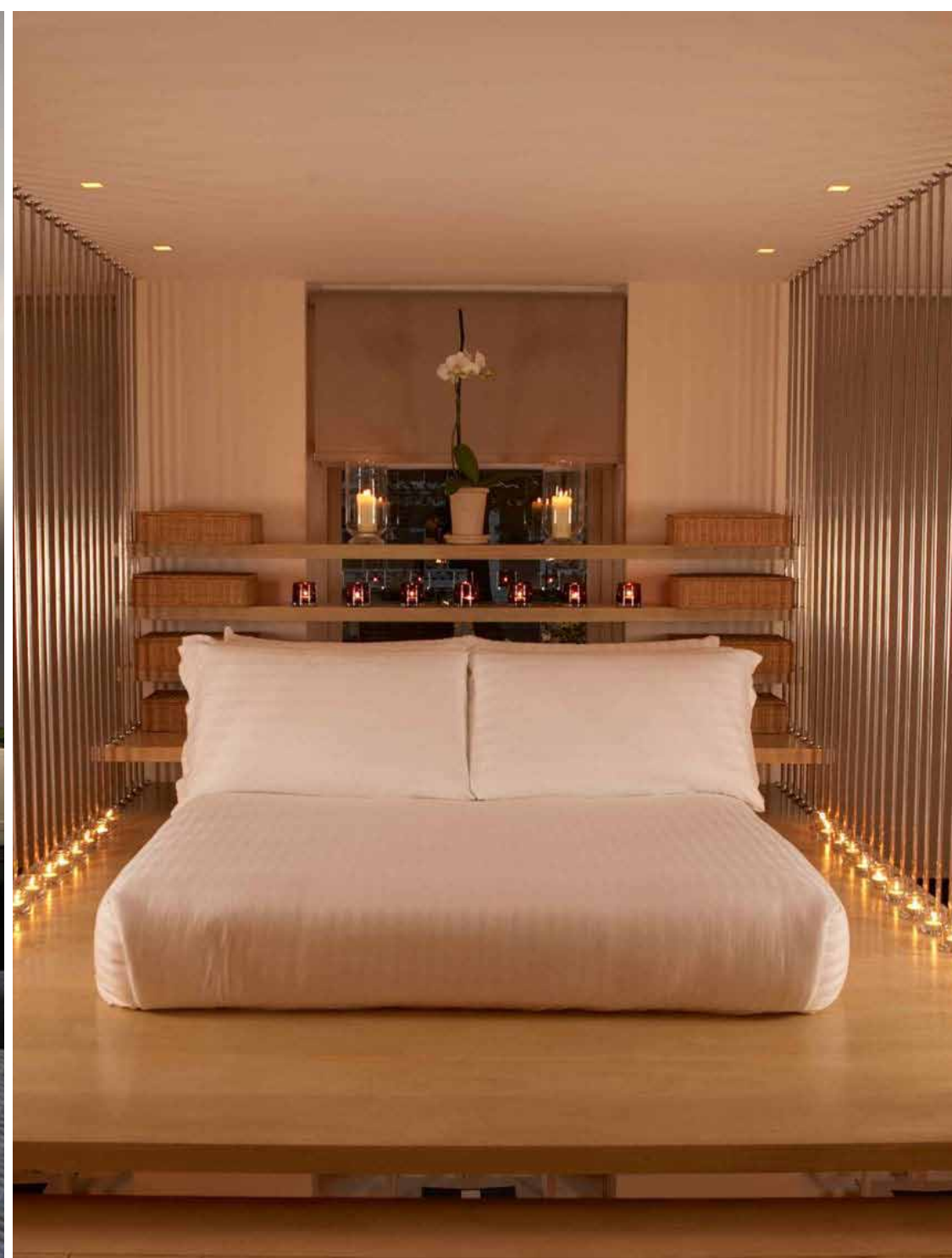
Barkli Virgin House, Moscow

Anouska Hempel





Blakes, London

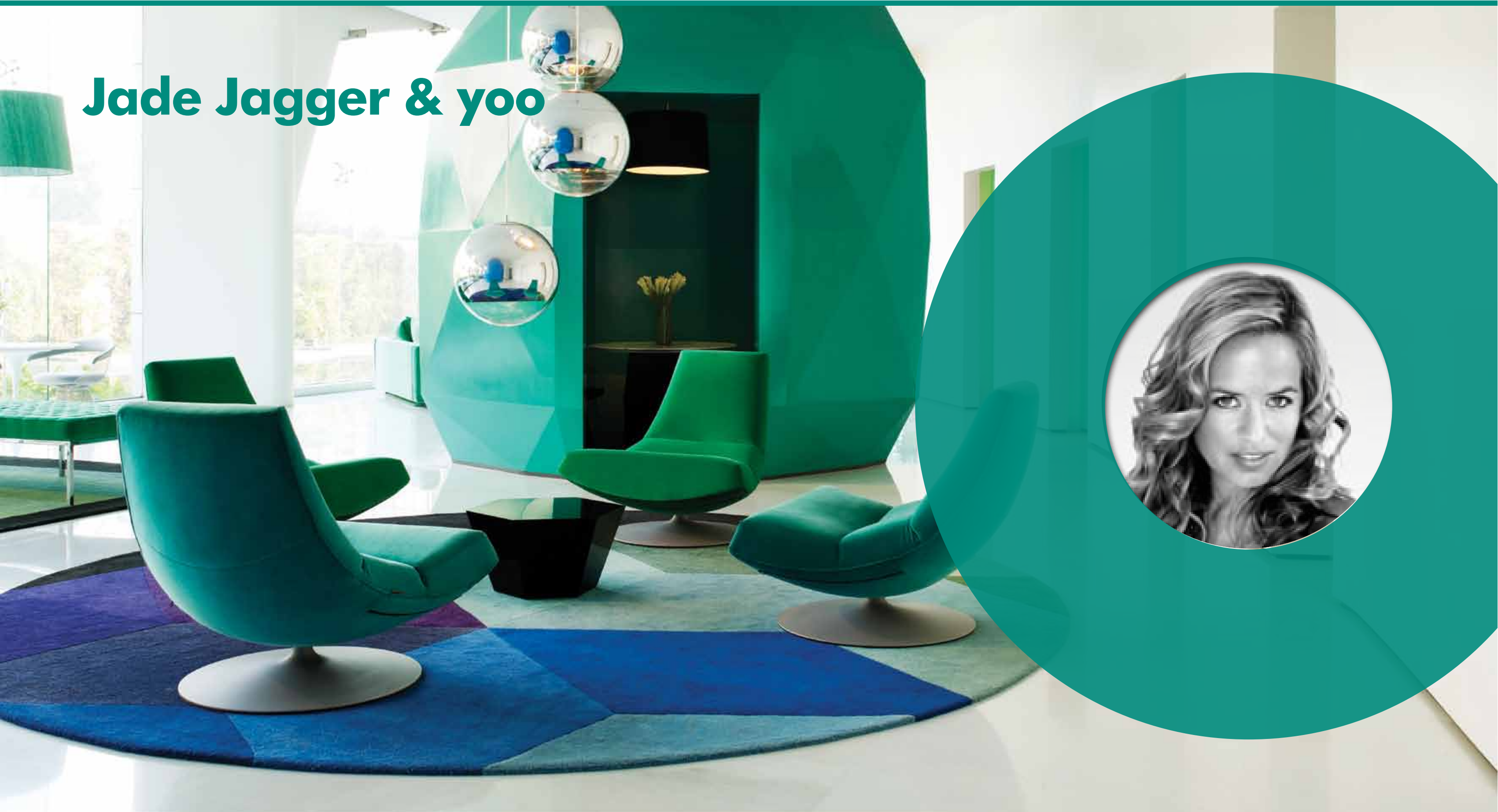


The Hempel, London



The Hempel, London

Jade Jagger & yoo





The Baglioni Marrakech, Morocco



Lodha Fiorenza, Mumbai



Lakes by yoo, Gloucestershire

yoo Design Studio

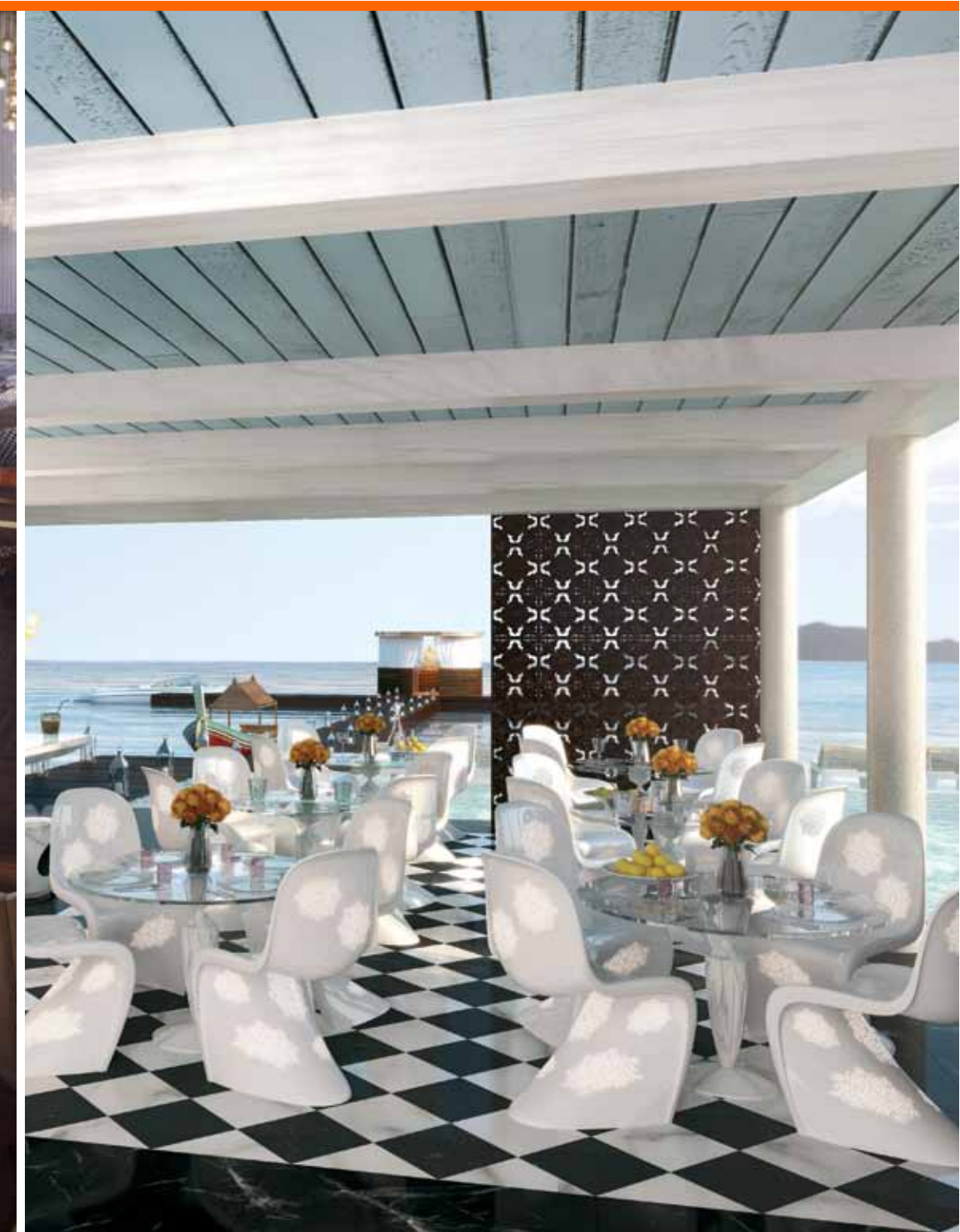




JIA, Hong Kong



Sans Souci, Vienna



The Beach Samui, Thailand

yoohotels

yoohotels is about creating a better hotel experience through design; design with local character, electric and sumptuous dining and entertainment experiences and seamless service to elicit a feeling of **handcrafted luxury** at every touch point.

yoo know hotels

Our Team has designed and managed landmark hotel projects for companies including:





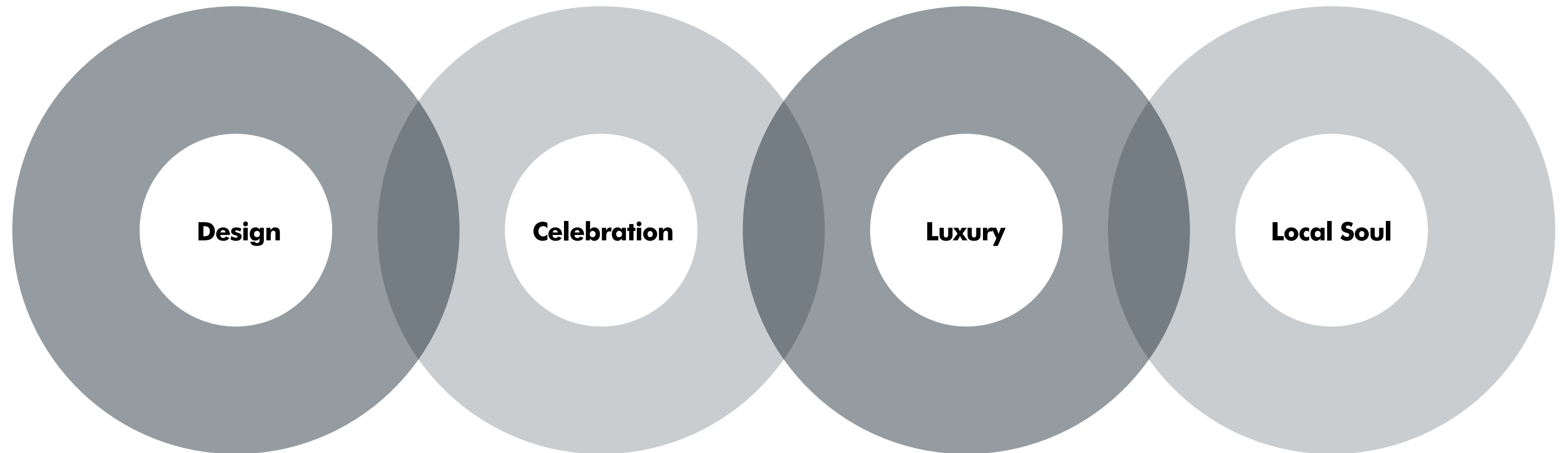
yooo collection

yoo collection

**5 star locally
inspired luxury
reflecting the
personality
of its location**



Brand Pillars



Inspired by the world's premier designers, yoo collection offers everyone a slice of better living through great design.

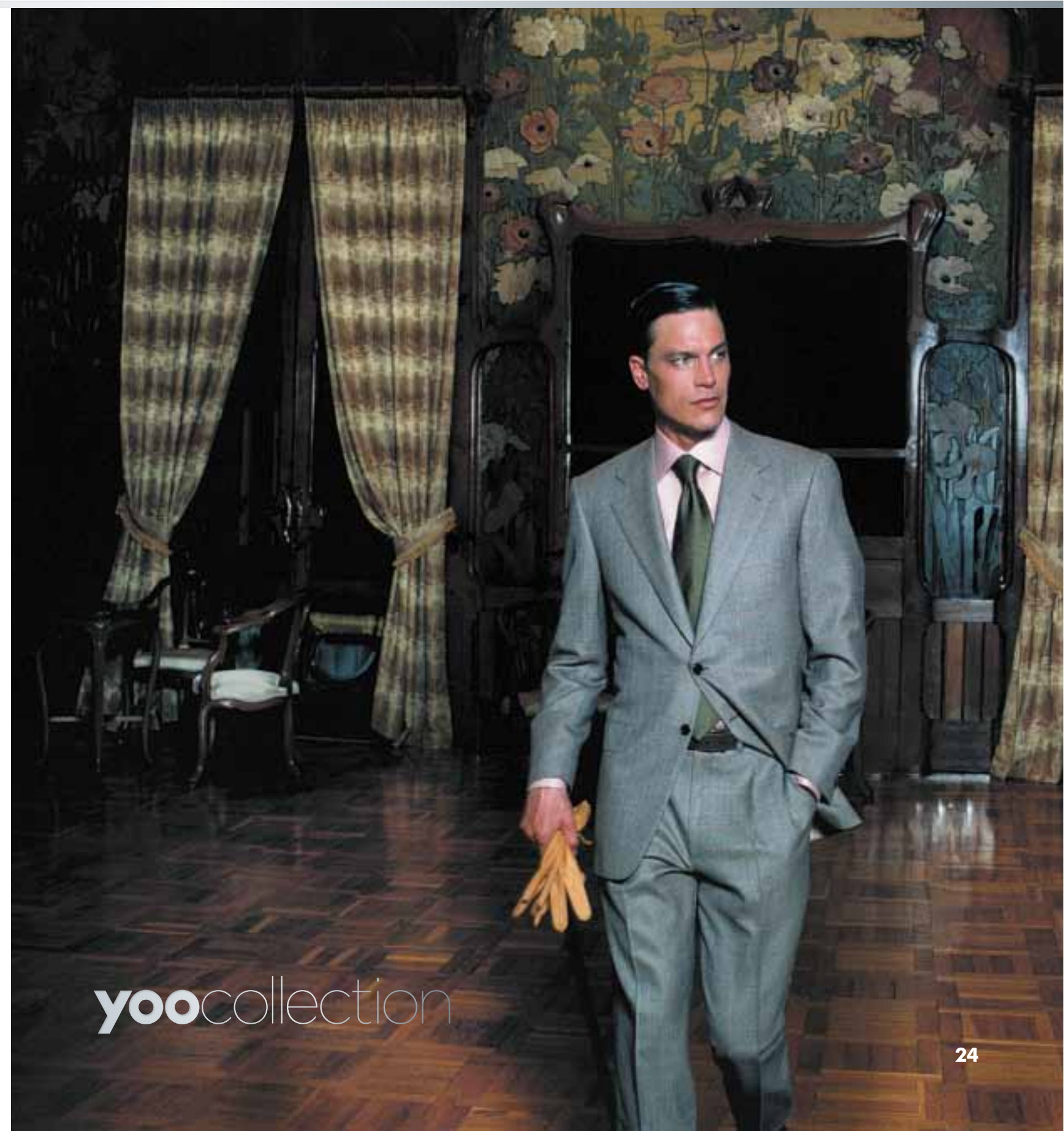
Whether it's the glamour of our interiors, the splendour of our dining or just the warm of the welcome, your stay should be a celebration.

Every touch, taste, smell and sip should be inspiring, Yoo collection redefine expectations.

Place making is about creating inspired spaces that embrace the culture and local roots, offering a real experience tailored to the destination.

Target Market

- **Sophisticated high net-worth business & leisure travellers**
- **Design savvy**
- **Premium service expectation**



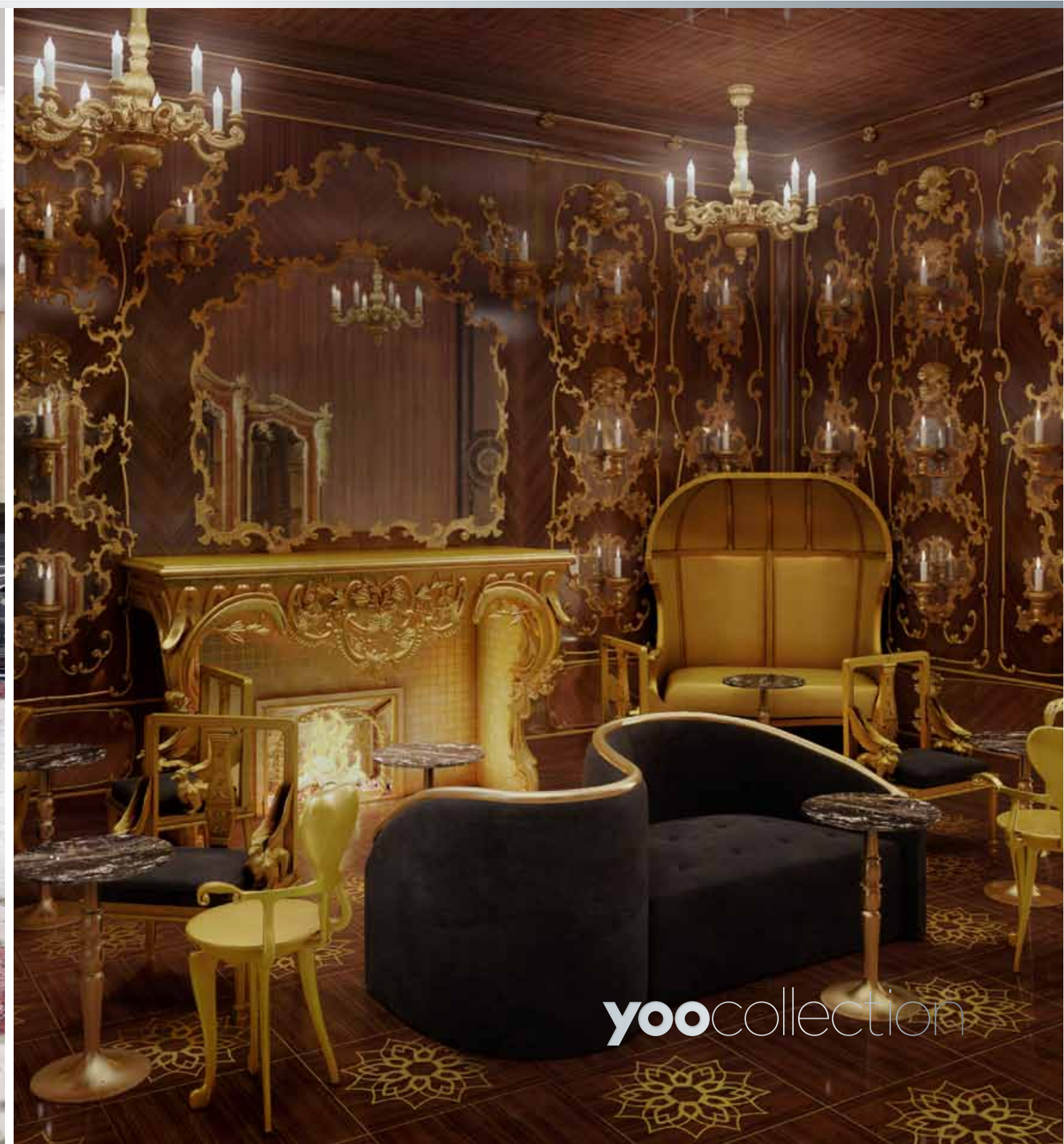
yoo collection

Service

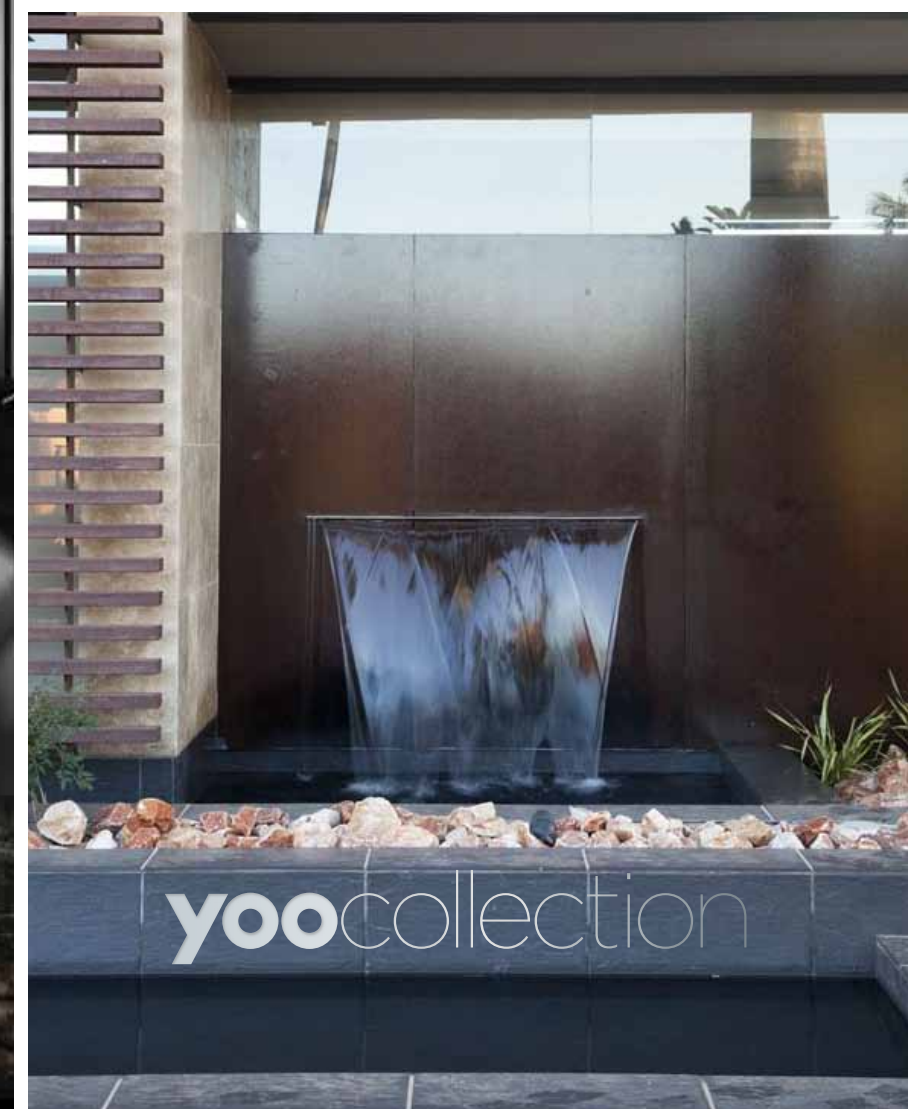
**“Seamless Luxury”
— premium service,
full of surprises and
guaranteed to delight
you every time.**

yoo collection





yoo collection



Design

World's most renowned hotel designers to create instant destinations on the global hotel map, with an understanding and respect for local cultures.





Marco Nijhof
Chief Executive Officer
yoo Hotels

- **Over 30 years' hotel experience in management, development, and ownership as a one of the world's leading hotel management executives**
- **Managed hotel groups including Boscolo Hotels, Jumeirah Hotels & Resorts and most recently Corinthia Hotels and Resorts**
- **Former Chief Operating Officer for Corinthia Hotels and Vice President Middle East, Africa and South Asia for Jumeirah Hotels & Resorts**
- **Opened several Marriott hotels and Grand Hyatt hotels in the past decade and opened Rome's first design hotel 'Aleph Roma'**
- **Planned a 31 hotel expansion of Jumeirah's portfolio in the Middle East and was in charge of the recruitment of over 100,000 employees**
- **Developed a \$480m hotel & resort consisting of three hotels, conference facilities and 2 golf courses, with 1200 staff in the Bahamas**
- **Worked on every side of the negotiation table and unrivalled full spectrum expertise in hotel development and management with a proven track record**
- **Focussed Hospitality Executive with an exceptionally high customer satisfaction track record in 18 countries**
- **A founding member of yoo Hotels**



John Hitchcox
Founder yoo
& yoo Hotels

- **A developer and real estate pioneer and one of the most influential global property entrepreneurs**
- **Entrepreneur and blue-sky thinker and founder of yoo with Philippe Starck**
- **Credited for pioneering loft living in London as co-founder of Manhattan Loft Corporation the great property success story of the 1990s**
- **Innate understanding and experience of the global property marketing operating in over 26 countries**
- **Understand the value of premium branding and positioning**
- **International design, property and hotel spokesperson speaking to international news media on current and future state of the international hotel and property industry**
- **Go to property authority in Financial Times, Wall Street Journal, International Herald Tribune, the BBC, Bloomberg and various leading trade publications.**
- **yoo Hotels spokesperson providing strong PR leveraging opportunity**
- **“The Miuccia Prada of the Property Industry” Sunday Times**

why yoohotels

- **Creative designs that outlast time**
- **Expertise of the world's leading hotel designers to create instant destinations**
- **New, fresh and innovative hotel concept**
- **Deep knowledge of the Hotel Business in all of its aspects**

- **yooCollection is about 'hand crafting' the entire luxury experience through a vision and delivery of seamless service that is integrated into the very fabric of the hotel.**





of editorial in 2011

Press love yoo

"The best boutique hotel in Greater China."

The Independent

"It's definitely worth it."

The Wall Street Journal

"Design firm builds world brand."

Sunday Times Business



