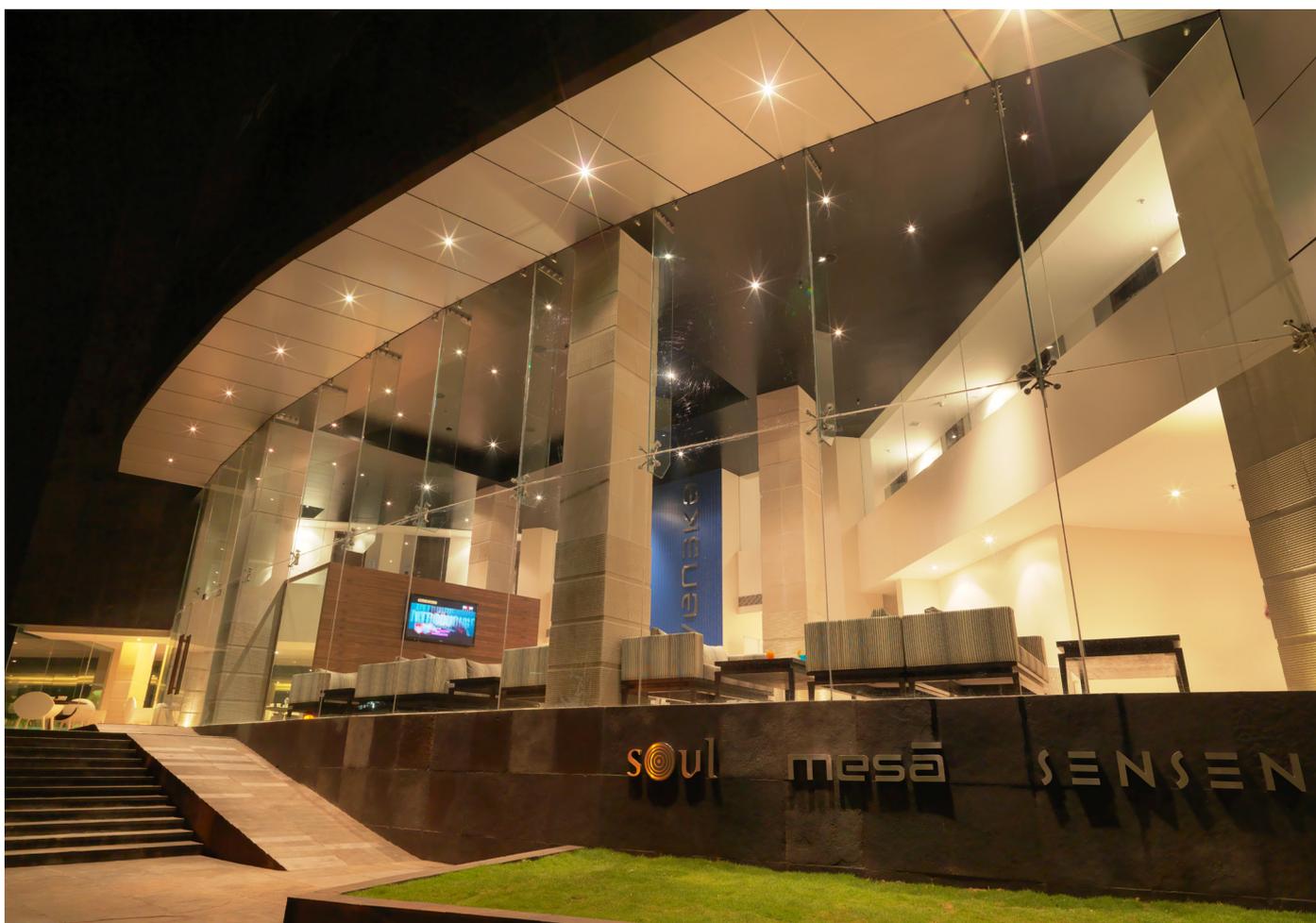


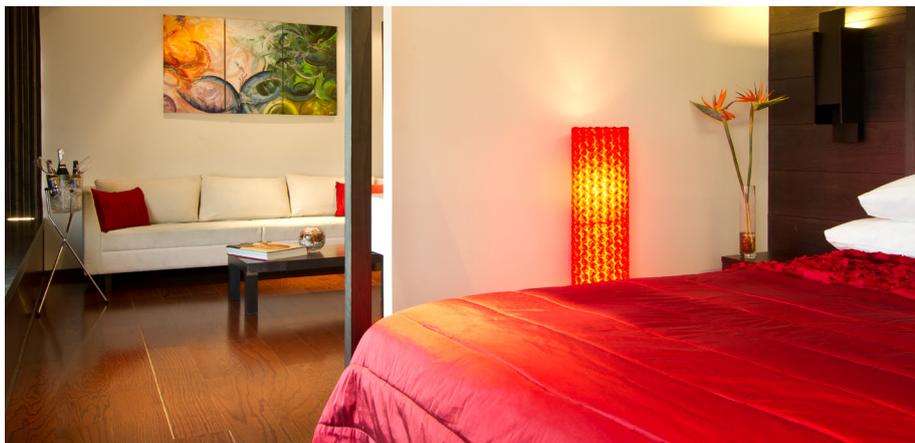
HOSPITALITY

luxury beyond five star!

A lifestyle designer brand with a distinct European accent, Svenska Design Hotels at Mumbai and Bangalore offer distinctive, tailored experiences



A night view of Svenska Bangalore with the lobby lounge



A luxury suite at Svenska Design Hotels

TT BUREAU

A NEW TREND in hospitality is to incorporate art, music, fashion, sculpture, photography, theatre, movies, dance, literature, even retail, and create a new breed of chic and stylish lifestyle hotels that stand for much more, than simply being places to stay or dine at. While the concept took shape in global cities like New York, London and Paris, India is not much behind, with Svenska Design Hotels, an international lifestyle chain



Miro Lounge, the trendy lounge bar at Svenska Mumbai



Miro, the Mediterranean restaurant at Svenska Mumbai

from Sweden, setting up shop in Mumbai and Bangalore.

The rich and the famous like to hang out at lifestyle hotels. Some of the key attractions of these hotels include distinctive design elements that make a statement and a level of personalization that cannot be achieved in larger hotels. Beginning with swanky lounge bars and celebrity restaurants with eclectic cuisines, the lifestyle hotels have also evolved into art galleries, private member clubs, fashion destinations with ramp walks, and much more.

Svenska Design Hotels keep their room inventory less than 100 rooms at each of their hotels and identify their industry as “the business of designing experiences with service as the signature”. Svenska is out to prove that the best things only come in small packets.

Like their global counterparts, Svenska Hotels have quickly become social destinations, not just due to the multiple restaurants and lounge bars that each hotel has, but also because there is a focused approach to becoming a lifestyle statement. Svenska actively promotes creative arts, ranging from painting and photography exhibitions, fashion and Bollywood nights, gourmet cooking and dance classes to literary book readings and interactions with authors in small

and intimate settings.

While many stay at Svenska when they are visiting the city on business or leisure, a majority of the guests are locals who live or work in the vicinity and are simply at Svenska for a meal or a drink or attending an art show or a social evening or developing their culinary or dancing skills. Greeted by smart, young staff, it is hard not to be impressed by the Svenska concept and service offerings.

In fact, Svenska Mumbai has seen two of its food & beverage outlets (Miro, a speciality Mediterranean signature

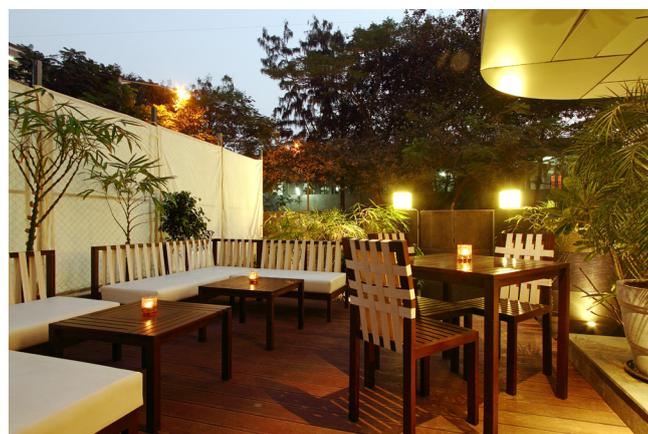
restaurant, and Miro Lounge, the chic and trendy lounge bar) win Times Food Guide and Times Nightlife Guide awards in their first year of operations itself. The hotel has also been rated as “Ten of the Best Hotels in Mumbai” by UK’s *The Guardian*. Svenska Bangalore has been rated amongst the “Top Ten Sleep Experiences in the City” and is currently ranked as the number one hotel in Bangalore, based on user reviews on Trip Advisor. Recently, Svenska has also been nominated by HVS International, a leading global hospitality consultancy, as the “Best Small Hotel”.

The brand has never compromised on any aspect of luxury and this has ensured the success of its concept. Whether it is imported Crabtree & Evelyn toiletries or the 300-thread Egyptian cotton linen or even the gadgets in the rooms, Svenska offers them all, with innovations such as iPod docking stations, 40” Sony TVs, DVD players, with a collection of movies and entertainment devices. In addition, breakfast, Internet, welcome drink, in-room spa treatments and 24-hour private butler service are complimentary offerings at Svenska, across every room category.

The future of hospitality lies with lifestyle hotels, and once people have stayed at such hotels, it will become difficult for them to accept anything less elsewhere.



Located at Svenska Bangalore, Soul is a speciality restaurant offering Indian delights



Mesa Deli, at Svenska Mumbai and Bangalore, offers delectable goodies