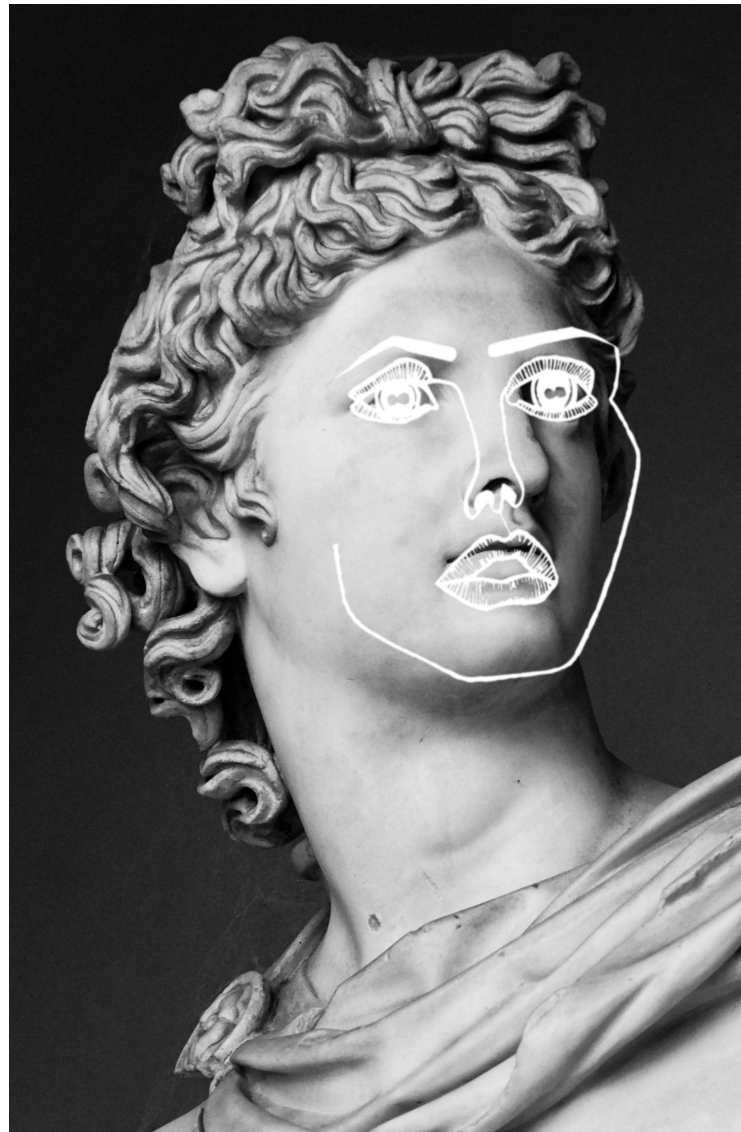


**KING STREET®**

**OMNAM**

STUDIO  
MUNGE

## THE W BRAND 2.0 (R)EVOLUTION



The World is changing around us.  
So are We.

*"We won't stand aside. It's with pride and strength  
We walk towards our future and embrace a new  
chapter in our lives."*

*We are committed to creating innovative and  
bold hospitality experiences that deeply resonate.  
We shall live, laugh and thrive."*

We the Movement,  
We the Change,  
We the Future.

## THE W BRAND 2.0 (R)EVOLUTION



### AN AUTHENTIC CURATION

*"W exudes innovative and playful sensibilities expressed through form, finishes, and furnishing."*

*Rita Paiano, Gallerist*



## THE W BRAND 2.0 (R)EVOLUTION



### A SOULFUL HOSPITALITY PROGRAM

*"It isn't so much about the dish as it is about the conversation. If I hear laughs and rumble in the room, I know we're doing something right."*

*Antonio Mizale, Executive Chef*



## THE W BRAND 2.0 (R)EVOLUTION



### A CULTURAL HUB

*"W hosts a vibrant community of local artists, nomads, and free-thinkers. We instantly felt at home in this tasteful marriage of Art and Design."*

*Yuki Reichman & Dries Vanderperre,  
Entrepreneurs and Jet Setters*



## THE W BRAND 2.0 (R)EVOLUTION



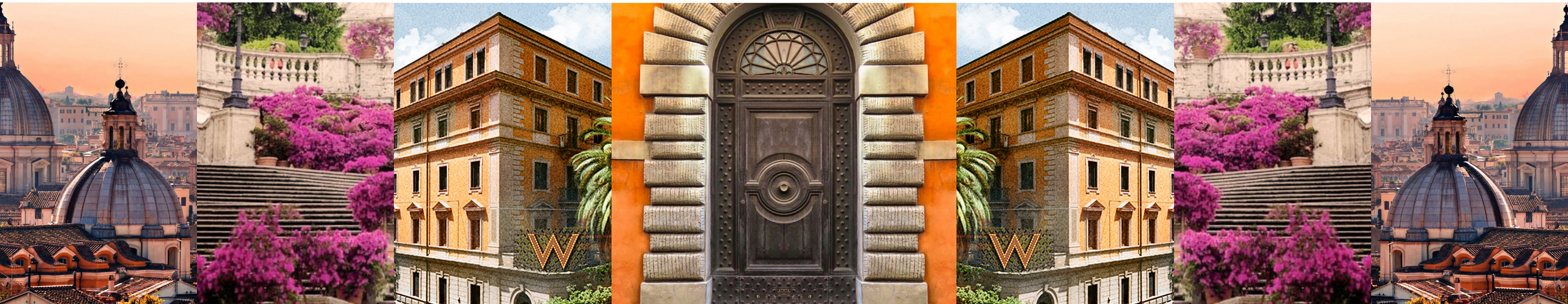
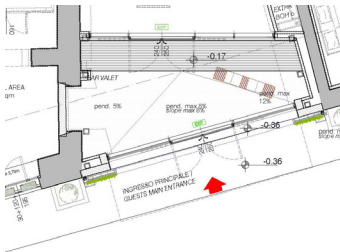
### AN EXPRESSION OF WIT

*"Irreverent and energetic, W is the life of the party and the city's number one destination for memorable nights. It's unapologetic and daring. W is a masterful experience that is truly transformative."*

*François de Bettencourt, Sculptor*



THE GUEST JOURNEY THE LOCAL CONTEXT & HERITAGE FACADE



ICONIC DESTINATION

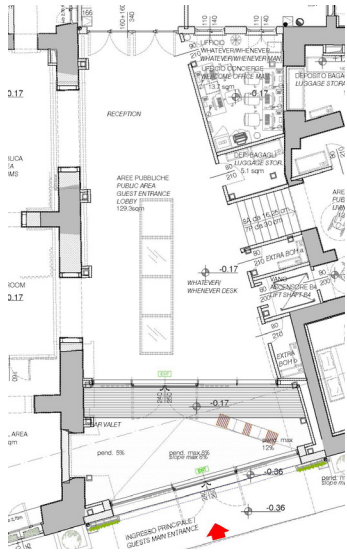
ROOTED IN HISTORY

RESPECT OF TRADITION

URBAN RENEWAL BY AND FOR A NEW GENERATION



THE GUEST JOURNEY THE LIVING ROOM



SENSE OF DISCOVERY

CONTRASTING MODERNITY

WHATEVER / WHENEVER DESK

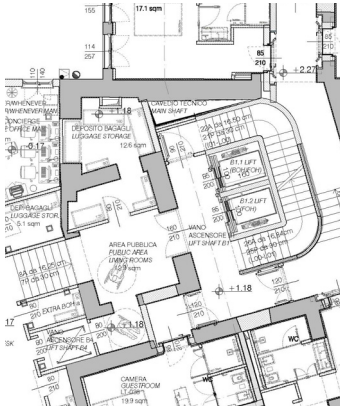
SCULPTURAL STATEMENT

AUTHENTIC MATERIALITY





THE GUEST JOURNEY THE ASCENSION



SOFT CURVES

ENERGIZING ELEVATION

FASHION INSPIRED DETAILS





THE GUEST JOURNEY THE CORRIDOR



ARCHITECTURAL STRENGTH

BOUGAINVILLEA INSPIRED CARPET

CONTEMPORARY SCONCES

DYNAMIC ART





THE GUEST JOURNEY THE SUITE



CURATED COLLECTION OF OBJECTS

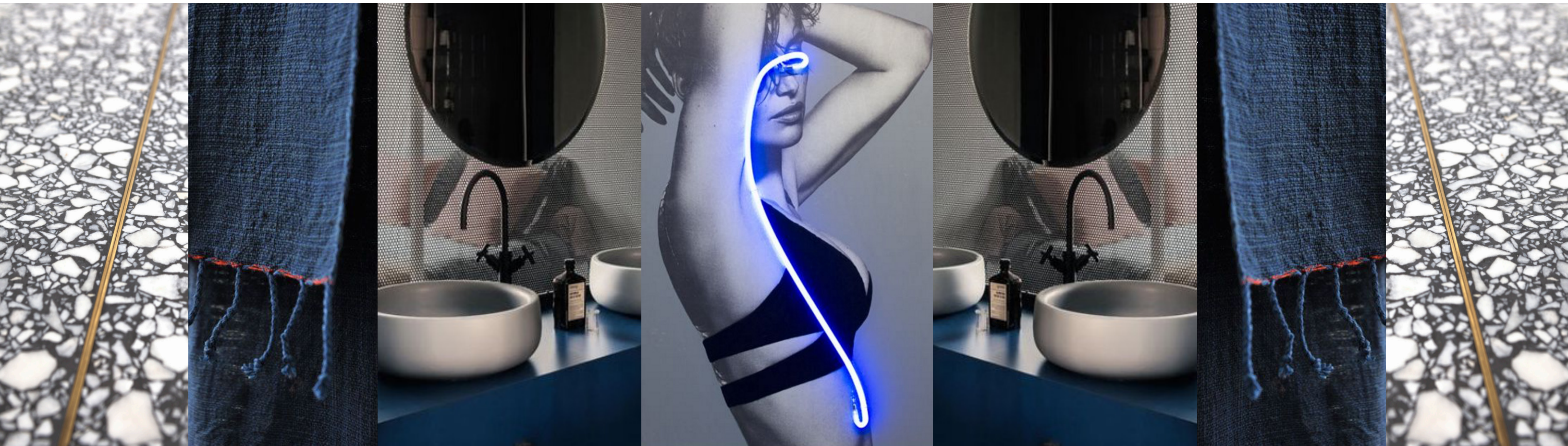
SOPHISTICATED LINES

ICONIC BOLSTER

COMFORT AND SEX APPEAL



THE GUEST JOURNEY THE BATHROOM



REINTERPRETED TRADITIONAL MATERIALITY

LOCALLY SOURCED ART

UNEXPECTED VANITY & DETAILS





THE GUEST JOURNEY F&Bs

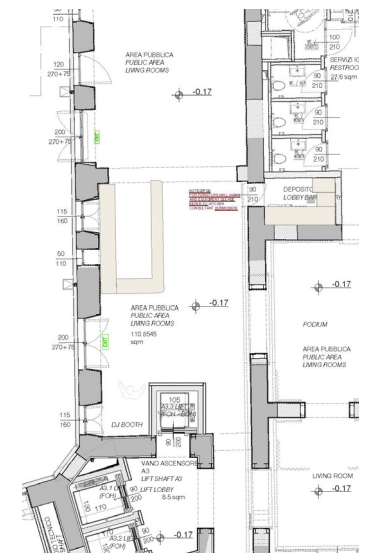


WHERE LOCALS AND NOMADS GATHER, WHERE OLD & NEW FRIENDS UNITE, WHERE PASSIONS IGNITE,  
DISCOVER VIBRANT WORLDS OF CONTRASTING FLAVOURS DESIGNED FOR LIFE.





THE GUEST JOURNEY THE BAR LOUNGE



## SENSE OF DISCOVERY

## GLAMOUROUS, MOODY AND ECCLECTIC

## LOCALLY HANDCRAFTED DETAILS

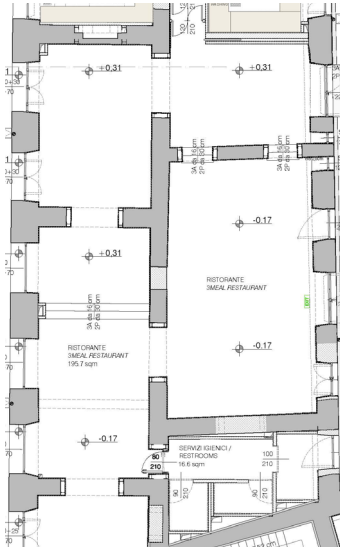
VERSATILE FROM DAY TO NIGHT







THE GUEST JOURNEY THE 3 MEAL RESTAURANT



FRESH      MODERNIZED TRADITIONAL DETAILS      RESIDENTIAL KITCHEN      BLACK AND WHITE CONTRAST      SOPHISTICATED MATERIALITY





THE GUEST JOURNEY THE ROOFTOP



ARCHITECTURAL ARCHES

BOLD & COLOURFUL

WITTY ART CURATION

COMFORTABLE & TACTILE

SOCIAL CABANAS



THANK YOU