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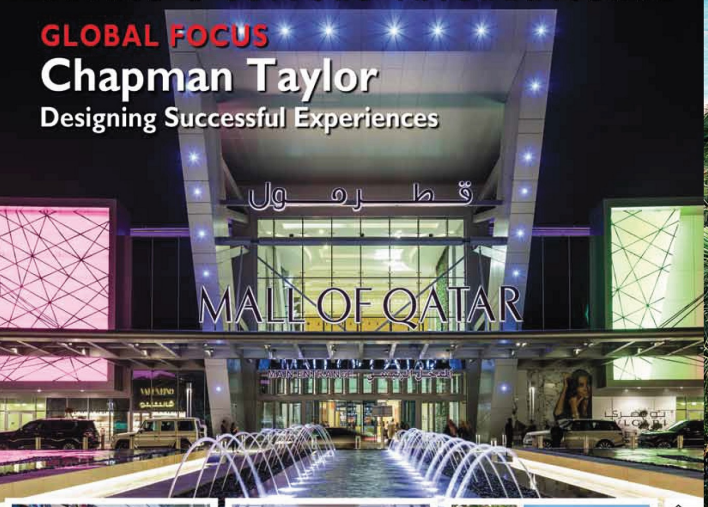
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GLOBAL FOCUS
Chapman Taylor
Designing Successful Experiences



Authentic, Sophisticated, Personalised

LOCATED IN GATEWAY CITIES THROUGHOUT THE WORLD, EDITION HOTELS ARE STUNNING AND UNIQUE IN THEIR DESIGN, WITH EACH ONE OFFERING ITS OWN SEDUCTIVE ENVIRONMENT. RLI SAT DOWN WITH MANAGING DIRECTOR DAN FLANNERY TO BETTER UNDERSTAND A HOTEL BRAND THAT IS ON THE RISE.

No two cities are the same, why should two hotels be the same? Born from a partnership between Ian Schrage and Marriott International, EDITION offers a personal hotel experience unlike any other. Each property is designed to offer guests a curated taste of their local surroundings, reflecting the best of the culture around them. This unique collection of hotels represents a new generation of luxury and service. There are currently four properties in the portfolio; these are located in London, UK, Miami and New York in the United States, and the city of Sanya in China, which opened last November. This opening in China was the pivotal step for EDITION over the last 12 months. "It was critical for us to see if our idea would be received well by an overwhelmingly Chinese traveller base, especially since we have four additional projects coming up in China and four others across Asia," says Dan Flannery, Managing Director of EDITION Hotels.



The Sanya hotel is currently ranked first out of 1,330 hotels on TripAdvisor. This, along with the added exposure of being present in China, has allowed more and more partners to see what the brand is capable of, and the development activity has really increased because of this opening.

This increased development pipeline means that the brand will launch hotels in some major cities over the next year and a half, including Barcelona, Bangkok, Shanghai, Abu Dhabi, and a second project in New York in Times Square.

A deal has recently been struck between EDITION and Mori Trust for two hotels in Tokyo, one of the most sophisticated and largest gateway cities in the world. The two very distinctive hotels will be built in Toranamori Hills and a smaller, more intimate hotel in the centre of Ginza.

"When searching for new property locations, we look for a market that is vibrant and that would be receptive to the EDITION brand, a building with the potential to create a special, enchanting experience, and finally we look for partners in these cities who share our vision and understand what the brand aspires to be," explains Flannery.

The destinations currently operated by EDITION remain unique and exciting because of the dedication

of its staff members, who are committed to delivering the personalised service customers can always expect when staying at one of the properties. This understanding of the concept behind EDITION, along with the addition of interesting events activating space in each hotel, guests can be sure no two stays will ever be the same.

Through the vision of Founder Ian Schrage, the brand is growing at an exponential rate, and the key reason for this is the service offered by each and every hotel. "We started EDITION because we thought there was a chance to do a lifestyle brand at the very top end, and that it could also be a true luxury brand with exceptional service. Ian challenges every member of the team to make the service experience live up to the product, and I spend a lot of time making sure we have the right team in place to achieve this," says Flannery.

Part of this service experience at each hotel is the exceptional offer of restaurants and bars, and the popularity of these is highlighted by the fact that around 50 per cent of the company's revenue is generated from F&B. With the cyclical nature of hotel stays, helping to build brand loyalty through other areas impacts positively on overall business performance.

Still a relatively small brand, for the time being, social media is an important vehicle to assist the brand's growth, and media channels such as Instagram, Facebook and Twitter are being utilised, as is TripAdvisor. The brand is also actively engaged in additional channels like WeChat and Weibo in China, making the most of the social platforms to grow the brand globally.

So what would Flannery say is the key drivers behind the success to date? "I would say our success is based on respect. Marriott needs to respect Ian and what his team brings to the table, and we need to be smart about tapping into the power of Marriott, not only the Marriott engines, but the talent that helps us to create a luxury service experience."

In the near future, seven hotels will be opened in six countries, and Flannery believes this will be a real test for the small team of experts who go on site prior to opening and the three weeks after opening. "Openings are important to set the standards, to get our culture deeply embedded but most importantly, to ensure we create a team who will share our passion for what EDITION stands for. We are too small to have any of the next seven be any less of a success than the first four," concludes Flannery.

