



# ST REGIS



## BEYOND EXPECTATION

Over the past century, the St. Regis brand has evolved from a single hotel – our legendary flagship hotel in the heart of New York City – to one of the most internationally revered names in the hospitality industry. The success of the St. Regis brand is a result of our commitment to delivering an unrivaled setting and bespoke service to each and every guest at all of our hotels, from arrival to departure. As the legacy of the St. Regis brand continues to travel around the globe – with new properties joining the portfolio and a new generation of guests joining our loyal clientele – it is more important than ever to establish standards that will ensure the consistency of the venerable St. Regis brand image and experience. We invite you to write the next chapter of the St. Regis brand story – to take the brand to uncharted heights and to proudly open the doors to The St. Regis Dubai.

## HERITAGE

The St. Regis heritage began not just with a hotel, but with the Astor family. The Astor's defined the height of American aristocracy; a life lived "beyond," during the Gilded Age in

New York. Mrs. Caroline Astor hand selected her exclusive "400," whom she invited to exclusive gatherings, essentially creating the nation's first social register. Building on this family legacy, John Jacob Astor IV, son of "The" Mrs. Astor, was personally responsible for creating The St. Regis New York, the tallest, most advanced hotel of its time and was regarded as "the" place to see and be seen in New York. It was here that the signature St. Regis Butler Service, the St. Regis Crest, and The Library for guests and residents were introduced. From the 1904 groundbreaking of this New York landmark, the brand has been synonymous with the heritage of the Astor family's rituals, innovations and luxuries. Inspired by a rich history and unparalleled standards in service, the St. Regis brand was launched.

## TODAY

Today, St. Regis Hotels & Resorts exists in some of the world's most desirable locations. Each of these remarkable properties offers a unique refuge of timeless elegance, unwavering taste, and unrivaled care and courtesy that simply cannot be found elsewhere. From Bora Bora to Beijing there is no address like St. Regis.

Abu Dhabi Aspen Atlanta Bahia Beach  
Bal Harbour Bali Bangkok Beijing Bora  
Bora Chengdu Deer Crest Doha Hawaii  
Houston Istanbul Lhasa London Mauritius  
Mallorca Mexico City Monarch Beach  
New York Osaka Punta Mita Rome  
Saadiyat Island San Francisco Sanya  
Yalong Shanghai Singapore Bay Tianjin  
Washington, D.C.

## TOMORROW

The brand is on the cusp of an extraordinary period of expansion across the globe, opening its doors in some of the world's most dynamic centers of culture and commerce. Each of these new hotels and resorts is its own vibrant individuality, while cherishing the hundred year legacy that informs and inspires all that is St. Regis.

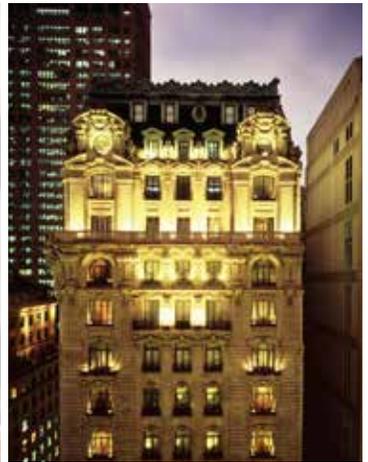
Astana Amman Cairo Changsha Chengdu  
Cotai Dubai Haikou Jakarta Kuala  
Lumpur Langkawi Lijang Nanjing Riviera  
Maya Puerto Juarez Sanya Zhuhai

*Information as of January 2015*





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## ST. REGIS BUTLER SERVICE. ALLOW ME.

St. Regis Butler Service has been a signature of the St. Regis experience for more than a century, and we remain the only luxury hospitality brand to offer this personalized service at every one of our hotels around the world.

From a forgotten travel item to a perfectly pressed suit ready for an important meeting or a thoughtful gift for a loved one, no request is too small or unattainable no matter the hour of the day. The essence of St. Regis Butler Service is discreet, personalized, anticipatory attention that allows our guests to savor the rarest of all luxuries – time.

## CORE VALUES

### UNCOMPROMISING

The St. Regis brand is uncompromising in its pursuit to create the best experiences – no detail is overlooked and no length is too extraordinary to ensure that a flawless experience is delivered at every turn. St. Regis guests expect the very best and entrust the St. Regis brand to deliver no less.

### BESPOKE

The highest expression of personalization is often associated with the finest craftsmanship – whether it be a custom-tailored suit, monogrammed stationery or the interior of a luxury yacht designed to personal specifications. Likewise, every stay at a St. Regis hotel is effectively commissioned to be a memorable experience, crafted to meet the highest standards of our guests and refined to express the subtlety of unique tastes.

### SEDUCTIVE

Creating a world for our guests that they never want to leave. The St. Regis brand draws you in with beautiful settings, discreet recognition, rich textures, thoughtful lighting and the subtle bouquet of fresh flowers. This is a world unlike any other, yet familiar in a captivating way, where the guest is seduced by an unfolding series of delightful moments.

### ADDRESS

The ultimate locations within the world's most desired destinations, important emerging markets and yet to be discovered paradises. You have arrived and you are home, wrapped in exquisite surroundings. Home to an acclaimed restaurant with a world-renowned chef, original art adorning the walls, the original Bloody Mary, and signature St. Regis Butler Service addressing your every need – a setting for the magical moments that become an enduring part of your life.

