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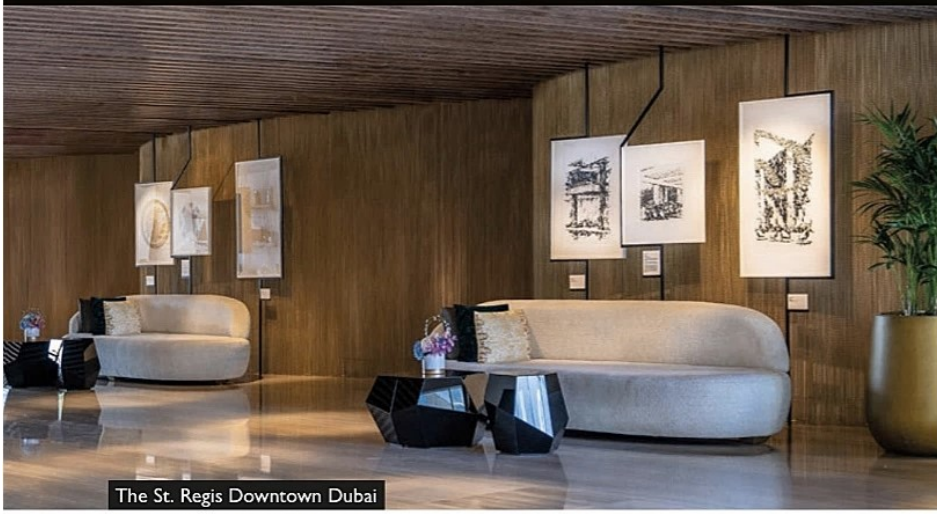
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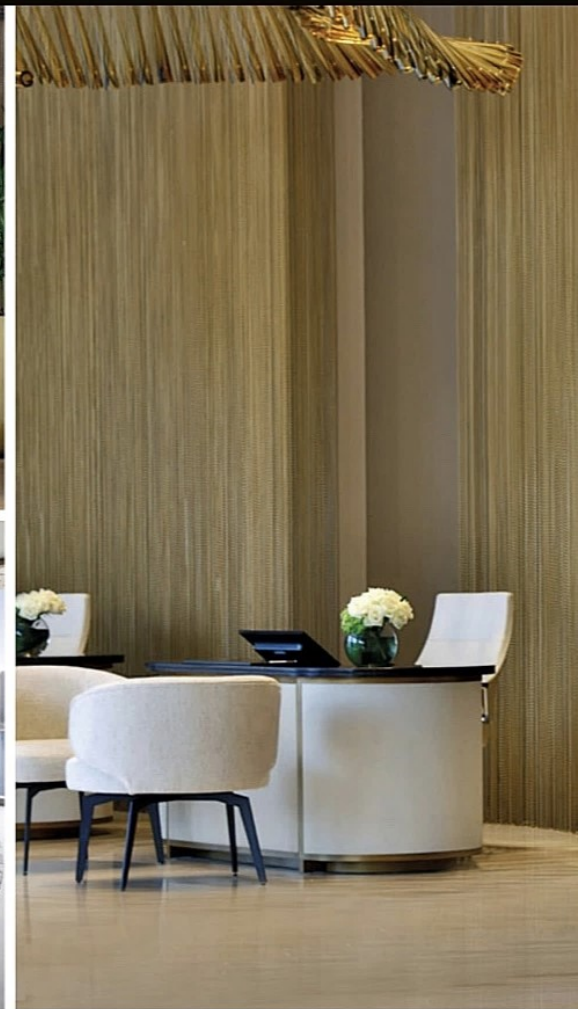
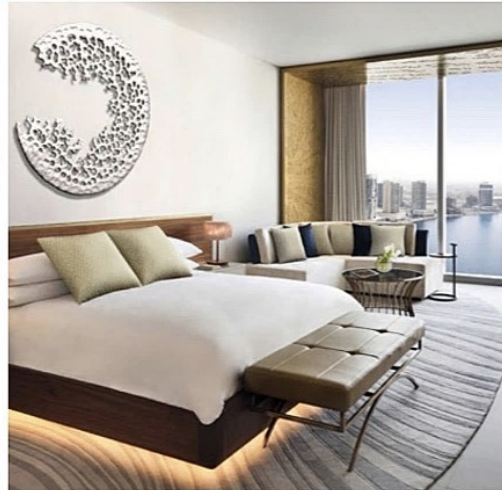


ARABIAN
PROPERTY
AWARDS

2022-2023



The St. Regis Downtown Dubai



THE CLIENT WAS KEEN TO rebrand his existing hotel to a new exclusive St. Regis luxury property. Working closely with the client and the Marriott/St. Regis team, WA International needed to elevate the existing hotel to this premium luxury brand. Signature bespoke experiences that are part of the St. Regis heritage needed to be conceptualised into all areas. A design narrative for the rebranding was created using references from both the historical old souks on Dubai's Creek to the St. Regis location on the new Dubai Canal and its adjacency to the largest exclusive shopping mall in the world.

The St. Regis brand emulates timeless elegance with a reputation of exquisite taste and impeccable service. The WA International team decided the arrival experience for the property needed the first uplift. The existing exterior stainless steel clad columns were reclad in polished black marquina marble flutes. Two new extended black and bronze metal canopies

were introduced to the porte-cochere and a row of large burnished golden pots with manicured topiary align the arrival driveway.

For the entrance areas, a large locally commissioned painting of Dubai's skyline immediately greets the St. Regis guests. New bronze trimmed and leather clad desks have been positioned in front of the golden bronze drapery. The existing chandeliers have been reshaped to resemble a golden necklace inspired by Dubai's Gold Souks. The tall wing back chairs were reupholstered in emerald green velvet, while additional sumptuous seating groups replace the earlier concierge area.

A signature St. Regis 'Long Gallery' featuring works from three prominent artists has been allocated to the central circulation area. A library and tea lounge featuring the legendary St. Regis afternoon tea service has been reimagined into the lobby lounge area and to top it off, the all day dining restaurant was stripped out and replaced with a glamorous new ballroom.



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