



o v o l o group

HOTELS + SERVICED APARTMENTS

## **MEDIA RELEASE**

**August 2012**

### **Design Conscious living in the heart of Melbourne**

Cutting edge Hong Kong brand, the Ovolo Group, has extended its reach into the Australian market with the opening of its first iconic hotel in Melbourne's CBD.

Having rapidly grown into Hong Kong's largest independent hotel and serviced apartment operator, the Ovolo Group's first international move set to inspire design conscious living offering high-tech touches that have become a hallmark of the brand.

"Our properties are all about bright rooms and bright ideas," says founder and CEO of Ovolo Group Girish Jhunjhnuwala.

The boutique hotel comprises 43 rooms ranging from well-designed studio apartments to the luxury penthouses complete with personal terraces, pinball machines and boxing bags. Located on Little Bourke Street, the truly green hotel is a stone's throw from the "Paris end" of Collins Street, Melbourne, the theatre district and a host of trendy eateries and boutiques such as Long Grain and Gingerboy, with close proximity to Chinatown and just a 100-metre walk to Parliament House.

"Our aim is to provide truly effortless living and experience our unique personalised service with all the extras included," said General Manager of Business Development Gaurang Jhunjhnuwala.

The lifestyle focus of this leading boutique hotel provider of both short and longer-term sanctuaries embraces additional services including:

- **Sleek and Stylish Living:** Uncluttered, light and effortless living in the heart of Melbourne's CBD, each room offers an individual and distinct style through diverse furniture and joinery components. Artwork is a prominent factor with references from the city itself incorporated into the commissioned artwork by Ashley Ng property-wide.
- **Surprise out of the ordinary:** Taking inspiration from the hidden secrets of Melbourne's laneways, each room offers surprise quirks such as chalkboard walls, shaving mirrors in the showers, and innovative design to the last detail. Included in each room is luxury amenities from NYC Malin + Goetz.
- **State-of-the-art technology:** Thoughtful design solutions incorporated into each room including Apple technology underlines the essence of what an Ovolo experience should be – effortless living. As an added Ovolo touch, the hotel boasts the largest number of television channels in Melbourne.
- **Service a step above:** Personalised 24 hour reception service, free WIFI unlimited to device, complimentary daily mini-bar, unrestricted local calls and Grab'n'Go breakfast services are all part of the price.
- **Space for living:** Boutique contemporary living fashioning groundbreaking ways in making inner city living truly effortless. Spacious facilities ranging from 18 sqm to 81 sqm with fully equipped dedicated work area's in every room.

Combining functionality with design, the 'Ovolo' takes guests on a sensory journey from the entrance. Infusing references to the group's Asian properties and incorporating a local identity that distinguishes Melbourne, Ovolo optimizes the CBD lifestyle parameters.

"Rated one of the best cities in the world Melbourne was an obvious choice. We hope our guests enjoy their stay so much they never want to leave! But if they must, they'll have access to Melbourne's unique lifestyle right outside their door," Jhunjhnuwala said.

The Ovolo Group plans to expand throughout key cities in Australia posing an inevitable check-in to the Australian market.

The 'Ovolo' opens early September - just in time for Melbourne's action packed event season.

Location: 19 Little Bourke Street Melbourne, 3000

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