

BILLA

B O U T I Q U E & L I F E S T Y L E

L E A D E R S A S S O C I A T I O N

StayBoutique

What is a boutique hotel?

Boutique Hotels are defined by the following terms:

- Cultural/Historic/ Authentic
- Individual Hotel / Not a Chain
- Interesting, Unique Services
- Many, high quality in-room features
- Social Spaces such as living rooms, libraries, with social events



HOTELS ARE MORE

THAN JUST A
HOTEL

SHINOLA

"From retail to
hospitality -- it's
time to go beyond
products. It's time
to build a
community."



MAKEREADY®

WE CREATE INDEPENDENT HOTEL, RESTAURANT, AND RETAIL BRANDS.

Each of our brands has a distinct point of view but they all share a common purpose: to inspire deeper connections with the world around them—city by city, person by person. Every Makeready experience embraces local culture, honors past and present, and invites curious guests to delve into the details of their surroundings.

TAKE A CLOSER LOOK

HOTELS
MAKEREADY

RESTAURANTS
MAKEREADY

RETAIL
MAKEREADY



Salvatore Ferragamo

EQUINOX HOTELS LAUNCHING JUNE 2019 NEW YORK CITY

“Welcome to the fittest hotel on earth”

**Elevate Your Expectations
IT'S NOT FITNESS, IT'S LIFE**

**We fueled a cultural movement
A true culmination of our brand promise -- life maximization
A seamless extension of a life well-lived**

Creator and manager of unique hotels deeply rooted in their location and architecture.

An ability to collaborate with original talent within design, food & beverage, and retail, and bring them together in the creation of compelling new hotels that engage the communities around them.

SYDELL GROUP



*"... The NoMad Hotel is combining character with comfort. Be it in the products they sell or the type of aroma wafting from the kitchens, a sense of discovery is key."
-Monocle*

There has been a seismic shift in the perception
of what acceptable lodging is.

A handful of individual owner operators have
became the new normal.

There is a huge shift in what creative, normal
lodging is.

It's the little details that count.

What are we doing from morning to evening
that gives our guests something to take
home?

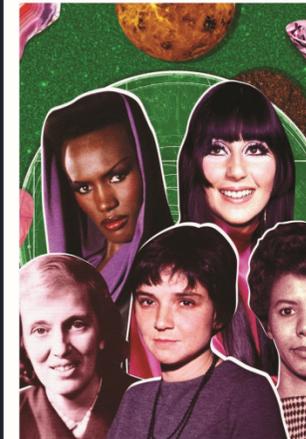
Never been a better time to be a borrower in
the boutique industry.

The debt market is now recognizing
boutiques and there's ample debt capital
available in the market today.



2019 AND BEYOND

OUR MISSION



StayBoutique

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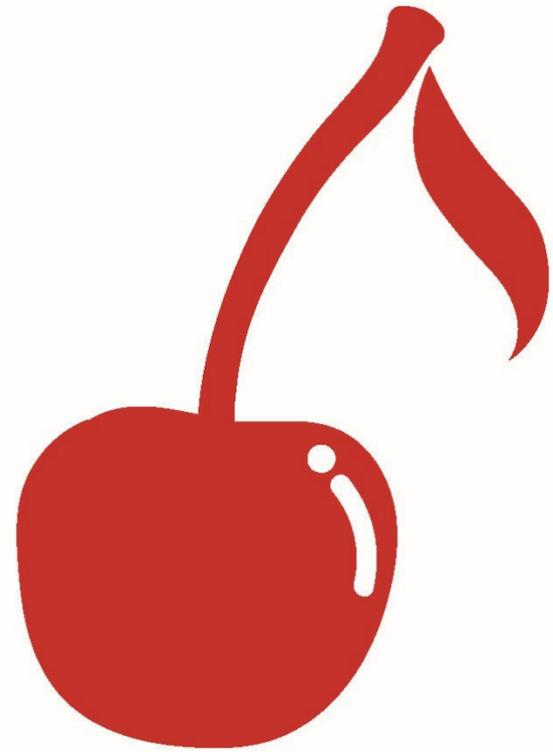
**Stay Boutique was born an abstraction –
a fragmented concept with a deeply perceptive and
progressive purpose.**

**As such, our first few incarnations were complex –
to say the least.**

**But without those events and experiences, we would not have
been able to come into who we are.**

The boutique business model maintains the greatest advantage in evolving with modern consumer culture, an understanding that we will celebrate and explore.

Stay Boutique exists as a resource to assist in the boutique hotelier and entrepreneurs growth, encourage connections between them through membership and our live conferences, and introduce travelers to the possibilities boutique travel has to offer through our new city guides.



**To those of you who have stayed
with us, thank you.**

**To those of you joining our
journey, WELCOME. We are looking
forward to this next adventure,
and are thrilled to be taking you
with us.**