

the return of extraordinary luxury



Sobriquet




Guaranteed returns on investment for luxury hospitality developers.





Sobriquet

*A group of independent luxury Hotels & Resorts
rooted in the traditional Asian traditions of excellence
and customer care.*



*Sobriquet establishes the true meaning of luxury
while combining this with today's conveniences of
technology and the unique human touch in service of Sobriquet.*



Sobriquet

Being part of Sobriquet means creating a unique, authentic and luxurious property which excels in profitability, the characteristics owners treasure most.


As the world's newest entry into the luxury hotel market, flexibility is key. We offer management opportunities to selected properties and owners interested teaming up with us.

While entry into the collection of Sobriquet Hotels & Resorts is highly selective, the process of developing and operating your luxury Sobriquet hotel or resort is fast and simple for the world's finest independent luxury hotels. May it be in Architects and Interior Designer selection or training of the best staff in the industry for your property.





Superior Value for Owners:

- *Extended global reach compared to an “independent” property*
 - *Personalized and diverse support for each property and owner*
 - *A global infrastructure of systems to drive occupancy in a competitive environment*
 - *Conversion friendly standards with focus on quality not identity for existing properties.*
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- *Emphasis on exceptional and unique luxury designs*
 - *Each property is extraordinarily unique yet part of the group*
 - *The highest flexibility of management and group in the industry*
 - *The world's only “money back guarantee” if the brand underperforms*
 - *The return of traditional luxury with the highest return on investment*



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Firsts at Sobriquet:

The largest rooms in every market starting at 65 sqm

Exclusivity starts with the rooms - no standard or superior room categories at Sobriquet

The “private chef” - a large selection of menu entrees are cooked fresh in-room

Stay connected through your mirror - all rooms offer at least 1 mirror-tv

Healthy options - alcohol-free open bar in all suites

Private Concierge - a combination of your personal assistant with a butler

The Comfort Butler - may it be the pillow, your internet or anything else, he has the solution

1000 & 1 desserts - every year we will be offering at least 1001 different desserts in our F & B outlets





Sobriquet Standards ...

Is what defines the foundation of Sobriquet and encompasses the values and philosophy by which we operate the brand.

A Sobriquet is the place where the convenience and comfort of our guests is the highest mission of all employees.

Sobriquet guarantees the finest in personal service and facilities for all guests so they can always experience a refined, luxurious, yet warm ambience.

A Sobriquet is to create the refuge of timeless elegance, extraordinary taste, and unrivaled care and courtesy that simply will not be found elsewhere.





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Reaching Global Luxury Travelers

Sales and Marketing activities at Sobriquet focus on the awareness and aim to establish Sobriquet as the leading luxury destination authority in Asia, and become the “local expert” in this region’s most desirable and unique locations.

Together, we create the individuality of each property while maintaining a sense of home within Sobriquet through a variety of marketing channels, including our acclaimed websites, social media, creative global brand packages, exclusive travel guides and more.







An Unmatched Opportunity

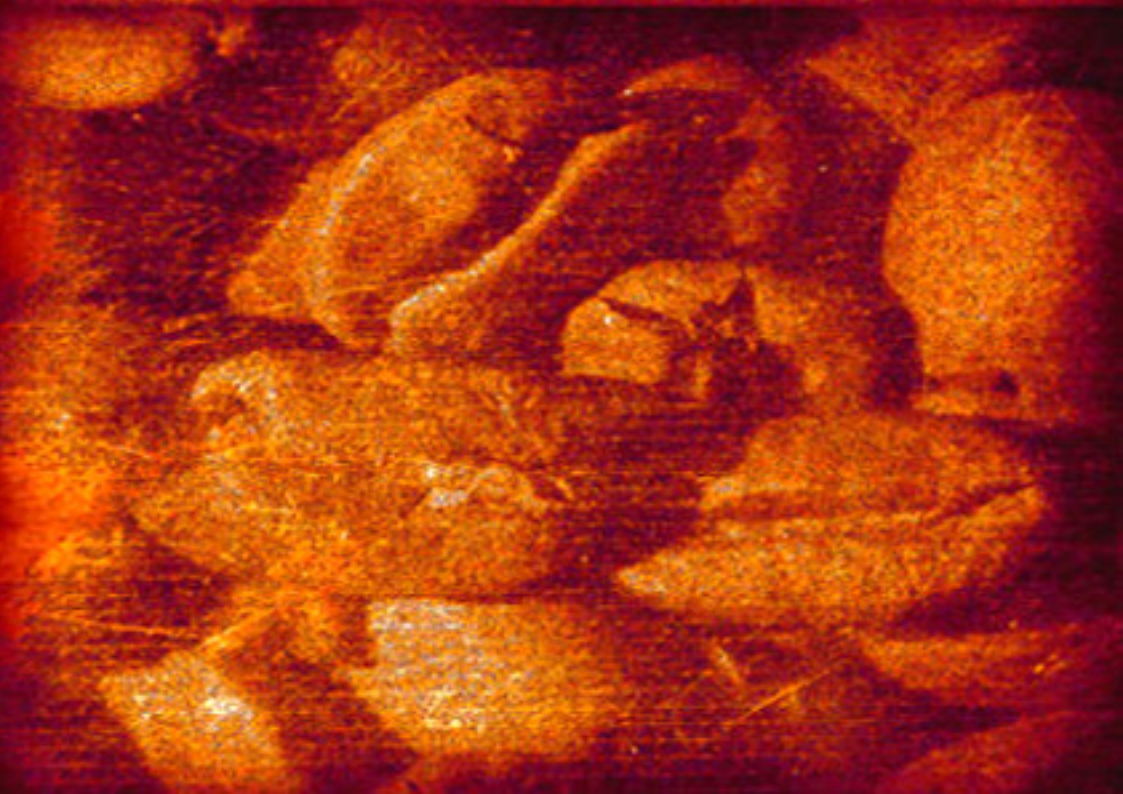
We continue our search for the most exceptional properties to add to this exclusive group of hotels, we are excited to learn more about your prospective property and to discover together what Sobriquet can bring to you and your destination.

We look forward to your inquiry





Out of this World Luxury



Sobriquet