

KRèMM

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New York Miami London Japan

# New Generation Hospitality Branding & Design



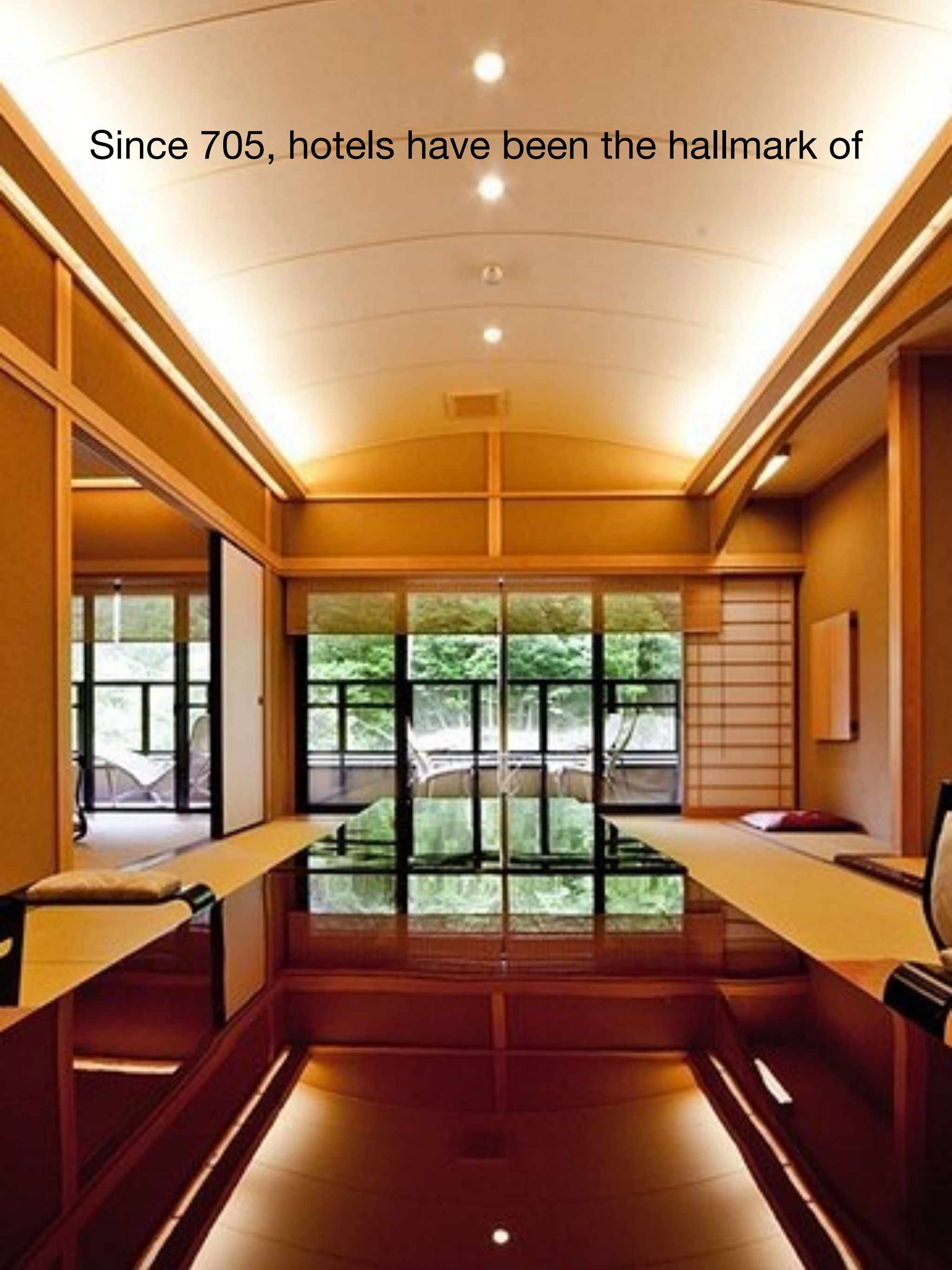




*M. Gustave: Why do you want to be a lobby boy?*

*Zero: Well, who wouldn't - at the Grand Budapest, sir. It's an institution.*

Since 705, hotels have been the hallmark of





of service excellence,  
heartfelt hospitality and innovation



# 21M

bookable rooms

just on [booking.com](https://www.booking.com)

# 145,030

new hotels rooms forecasted  
to open in 2018 in the US



# 1,000+

brands in operation

HOTEL



*“Most intensively considered spaces and curated experiences — from design, furniture, lighting, color to linens, walls, typography, amenities, menus, signs, uniforms synthesized into harmonious, innovative concepts to seduce all the senses.”*

## A plethora of symbols





experiences



# signature collectibles





quotidien pleasures

AMAN



and cultivated catering





offer the ultimate



lifestyle marketing opportunity

ROSEWOOD  
SAN MIGUEL DE ALLENDE





at its most potent

SEXY  
MAMA

REMEMBER



*The last best experience anyone has anywhere,  
becomes the minimum expectation for  
the experience they want.*

How does your brand live?



# Methodology, Company, Clients and Work

# Methodology

## 1. Strategic Framework

We start by understanding your expectations and aim at setting the foundation for a successful brand with focused insight gathering and competitive benchmarking. We identify the opportunity, define your property's culture, proposition and positioning and develop an adaptable framework for brand elements on which the design will be built.

## 2. Intuitive Design

Anchored in the defined brand strategy, we will create a visual identity system that brings your strategy to life. We explore different design routes, working on the basic elements like imagery, color palette and secondary graphic devices. We create a verbal and visual expression that expresses the essence of what you stand for.

## 3. Skillful Execution

We create the tools to guide implementation and detail each element of the selected design for its application. We develop print-ready and digital artwork for every piece of collateral, select and supervise production experts and quality control the print, production and delivery processes.



# Clarity and Creativity

We are a brand consultancy focused on designing brand experiences and championing personal engagement. We frame perceptions by translating the culture in which we live into stories we all love.

Our strategy employs a uniquely informed global perspective to position and communicate clearly our clients' vision and ambitions. We respond with clarity and creativity to the unique needs of each project, crafting culturally-significant brands of lasting distinction.

Over the last 15 years, we've worked with leading hospitality and lifestyle brands to provide intelligent and intuitive design solutions that created value for our clients and meaning for their audiences. With offices in New York, Miami and Japan, we have a multi-disciplinary team of strategists and designers that collaborate around the clock, across geographies and markets.

Work





# Work



**THE SURF CLUB SLING**

1oz Gin  
1oz Aperol  
1oz Dolin Blanc  
Orange Bitters  
Orange Twist

*Directions*

1. Add ingredients to a shaker filled with ice and shake vigorously.  
2. Strain into a glass with ice.  
3. Serve with an orange twist.



*Best enjoyed  
oceanside on the terrace  
at Churhill's*

**SURF CLUB**

# Work



# Work



ST REGIS  
LONGBOAT KEY • FLORIDA  
THE RESIDENCES

*Live Exquisite on Longboat Key*



# Clients

St. Regis Residences Longboat Key, Florida  
The Ritz-Carlton Residences Orlando, Florida  
Elfin Reserve, Paradise Bay, Bodrum  
Amanyat Red Sea Reserve, Saudi Arabia  
Qiddiya, Riyadh  
W Turks and Caicos, Turks and Caicos  
Grand Bay Club Key Biscayne, Florida  
The Four Seasons Surf Club, Florida  
The Ritz-Carlton Residences Miami Beach, Florida  
Trump International Hotel & Tower, Dubai  
One River Point, Miami  
Nakheel Harbour & Tower, Dubai  
One Madison, New York  
Open Soho, New York  
One World Observation, New York  
River Park, New York  
Fisher Island, Miami  
Du Parc, Switzerland  
Mandarin Oriental Dallas, Texas

At its heart, hospitality is very much a people-to-people experience.

To start a conversation with us,  
please contact Basak Tan at  
646.415.4705 or [basak@kremm.net](mailto:basak@kremm.net)

