



**PRESS RELEASE**  
**13TH JUNE 2023**

## **TRIBE TO LAND IN DÜSSELDORF WITH ITS FIRST HOTEL IN THE CITY**

*TRIBE Düsseldorf will open in 2024 and will bring a new bold design edit to the city*



Description: TRIBE Amsterdam City by Feix&Merlin / Credit: Annelore-van Herwijnen

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**Ennismore**, the fastest-growing lifestyle hospitality company, with partners KNSA Hospitality and Rüger Holding – a real estate investment firm - have signed an exciting agreement which will bring the first TRIBE to Düsseldorf, opening in 2024.

Centrally located in the Friedrichstadt district, TRIBE Düsseldorf will refurbish the existing hotel and boast 146 rooms that focus on what matters: intelligent, functional, design-driven hotels that give guests everything they need and nothing they don't. Split into three room types, TRIBE Comfort, TRIBE Comfort Single, and TRIBE Comfort XL, all rooms will feature luxury beds, towels, and Kevin Murphy amenities - making it a personal sanctuary for travellers.

A bold, fun and unapologetically modern environment where guests and local neighbours can relax and unwind with colleagues and friends or sit back and take in the atmosphere, the hotel will also house TRIBE's signature Social Hub, a space to work, play, eat and meet, a 24-hour Grab & Go counter offering simple, fresh and fast meals and barista coffee, and TRIBE TABLE



restaurant, for longer, convivial lunches and dinners. TRIBE Düsseldorf will be designed by the London-based studio Feix&Merlin, which recently completed TRIBE Amsterdam City.

Called “the 10-minute city” by its residents, the best of Düsseldorf sights can be easily reached by train with the famous Königsallee shopping mile only six minutes away, the Rhine Tower about 11 minutes away, and the old town with the German Opera around 14 minutes away. Renowned for arts and music, the city blends old traditions with a thriving creative scene with many museums, galleries and event spaces within easy distance for cultural connoisseurs. Nature lovers can also enjoy the city’s flora and fauna – more than 57% of its city is green space.

**Steffen FOX, CEO of KNSA, said:** *“We are very happy to be part of the TRIBE journey, thereby adding a second lifestyle hotel in Düsseldorf to our portfolio. Thanks to Rüger Holding and Ennismore for their trust in KNSA Hospitality, we are looking forward to this very exciting project together.”*

**Diana Gerdom and René Gerdom, Owners of Rüger Holding said:** *“We believe the Tribe brand will be a perfect fit for the lifestyle and fashion city Düsseldorf and bring new life to our beautiful building. We could not have found a better partner than Ennismore and KNSA.”*

**Cédric Gobillaird, Brand COO & Head of Central & Southern Europe at Ennismore, said:** *“We are excited to be partnering with KNSA Hospitality and Rüger Holding to bring the first TRIBE to Düsseldorf. Defined by how people want to travel today, its sleek designs featuring bespoke eye-catchers and up-to-date technology are uniquely positioned to appeal to the cosmopolitan traveller.”*

Lifestyle is one of the fastest-growing segments of the hospitality industry, and Ennismore is leading the way with its collective of 13 lifestyle brands representing over 100 operating hotels, with a further 140+ in the pipeline and more than 200 restaurants and bars. In 2023, Ennismore is set to open over 30 hotels, including Maison Delano Paris, France; Mama Shelter, Rennes, France; SO/ Uptown Dubai, UAE; 21C Museum Hotel St. Louis, USA; TRIBE Bangkok, Thailand; The Hoxton, Charlottenburg, Germany and Hyde Ibiza, Spain.

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## **ABOUT ENNISMORE**

Ennismore is a creative hospitality company with a global collective of entrepreneurial and founder-built brands with purpose at their heart. It curates and manages unique properties and experiences in some of the most exciting destinations around the world.

Founded in 2011 by entrepreneur Sharan Pasricha, Ennismore and Accor entered a joint venture in 2021, creating a new autonomous entity and the world's fastest-growing lifestyle and leisure hospitality company, with Accor holding a majority shareholding. Ennismore is made up of three business units, a lifestyle collective rooted in culture and community; iconic luxury venues pioneering the art of French hospitality by Paris Society, and immersive resorts creating havens for escapism and entertainment led by Rixos.

Under the leadership of Sharan Pasricha, Founder & Co-CEO, and Gaurav Bhushan, Co-CEO, Ennismore comprises 18 brands; with 137 operating hotels, resorts, and residences with over 165 in the pipeline; 76 iconic venues, and 300 restaurants and nightlife destinations. Ennismore puts innovation at the center of everything it does, with four dedicated in-house specialist studios, including Carte Blanche, a fully integrated F&B concept platform; AIME Studios, an award-winning interior & graphic studio; Staymore, a Digital Product & Tech Innovation lab; and Ennismore Partnership Studio, building global brand and activation partnerships.

Ennismore is committed to positively impacting the world, with a key focus on creating inclusive communities among its teams and in the places it calls home. Ennismore has been included in Fast Company's World's Most Innovative Companies lists in 2021 and is part of FT Future 100 - the UK's fastest-growing businesses shaping their sector's future. [ennismore.com](http://ennismore.com)

## **ABOUT KNSA HOSPITALITY**

KNSA Hospitality is a tenant company with a well established lifestyle hotels portfolio, working in close collaboration with Ennismore and Accor.

KNSA Hospitality currently operates, through lease agreements, 22 properties in Europe (Germany, France, Switzerland, Austria, Italy & Denmark) under 25hours, Mama Shelter, Jo&Joe brands. With new properties in the pipeline due to open in Vienna (Hoxton), Copenhagen (25hours), Düsseldorf (TRIBE), Zurich (Mama Shelter) & Trieste (25hours) over the next 2 years, this new entity is already aiming to expand its wings all over Europe and always on the look for new projects.

## **ABOUT RÜGER HOLDING**

Rüger Holding is a family-owned real estate firm investing in residential and commercial properties in Germany and the United States. The portfolio comprises hotel, retail, office and residential buildings with a focus on Berlin, Cologne and Düsseldorf in Germany, and South Florida in the United States. Founded by Dr. Rhenatus Rüger in the 1960s, it is now led by his children Diana Gerdom and René Gerdom.

Respective legal advice to Rüger Holding was provided by Dr. Stefanie Minzenmay, who is specialised in real estate transactions and partner of Oppenhoff & Partner, one of the leading independent law firms in Germany.

In addition, Rüger Holding was consulted by Janine Erben, project manager at FEURING Projektmanagement GmbH, one of the top consulting companies for the hospitality industry in Europe and beyond.