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PRESS RELEASE
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THE HOXTON HEADS TO AUSTRALIA AS ENNISMORE SIGNS MELBOURNE PROPERTY

*The Hoxton is set to open in Melbourne's creative Cremorne neighbourhood in 2027
- marking the brand's first hotel in the region.*



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Ennismore, the fastest-growing lifestyle and leisure hospitality company, and **Alfasi Group**, a design-driven property developer, are delighted to announce the signing of **The Hoxton** in **Melbourne** as part of the Matchworks Precinct located at 560 Church Street, Cremorne. Set to open in 2027, the hotel will bring **The Hoxton's** imitable style to Australia for the first time, marking a huge milestone for the brand's global growth.

The hotel will feature 198 guestrooms in the classic Hoxton categories, including Cosy, Roomy, and Biggy. Known for its vibrant, open-door lobbies, the hotel will celebrate its locality through art, design, retail and eclectic programming, with interiors taking inspiration from the building's history and creative local community and surroundings. An inviting space for all, not just hotel guests, The Hoxton will have three exciting food and beverage outlets: an all-day dining destination, café, bar, and signature restaurant. Other features include The Apartment, the brand's hybrid event spaces centred around a communal pantry, and a gym for those looking to continue their wellness journey in their home away from home.



Located in Melbourne's historic Cremorne suburb, The Hoxton's new neighbourhood is a melting pot for creativity and innovation and is a natural fit for the brand. Dotted with Victorian terraces and repurposed warehouses, it has become one of the most exciting areas in the city and is fast becoming home to some of the city's best restaurants, wine bars and cafes. Ideally positioned on the eastern fringe of Melbourne's CBD, The Hoxton will enjoy excellent connectivity to the wider city with easy access to Melbourne's public transport network, major arterials and bike paths.

Sharan Pasricha, Founder & Co-CEO of Ennismore, said, *"We are delighted to bring The Hoxton to Australia for the first time. As free-spirited as it is sophisticated, Melbourne has been in our sights for a long time for The Hoxton, and Cremorne is a perfect fit for the brand. Our guests and brand followers have long been asking for a Hoxton in Australia, and we're thrilled to finally make it happen in a brilliant building steeped in history and started life as a matchstick factory. We look forward to making our guests feel at home while discovering the very best of our new neighbourhood."*

Gill Dvir, Managing Director of Alfasi Group, said: *"Alfasi Group is thrilled to partner with Ennismore as the hotel operator at 560 Church Street, Cremorne. We are committed to preserving the rich history of this site while adapting its historically significant buildings for retail and hospitality uses that the community can enjoy. With its strong focus on community and neighbourhood, The Hoxton perfectly aligns with our vision for this world-class precinct."*

The Hoxton is a series of open-house hotels rooted in culture and community, located in key cities across the UK, Europe and North America. Each hotel is a reflection and extension of its neighbourhood, inspired by the diversity and originality of its surrounding streets. Vibrant, welcoming public spaces and exciting dining concepts mean every Hoxton is as much a destination for the local community as it is for guests. Today, The Hoxton operates 16 hotels, including recent openings in Charlottenburg (Berlin), Brussels, a second hotel in Amsterdam, and Vienna. The Hoxton is due to open soon in Edinburgh and Florence, and Ennismore recently announced the brand's first signing in Scandinavia, with The Hoxton Oslo.

This exciting signing adds to Ennismore's growing pipeline of projects in Australia, including Mondrian Hotel and Residences Gold Coast, Hyde Perth and 25hours The Olympia Sydney.

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ennismore.com

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ABOUT ENNISMORE

Ennismore is a global collective of entrepreneurial and founder-built brands with creativity and purpose at their heart. Founded in 2011 by entrepreneur Sharan Pasricha, Ennismore and Accor entered a joint venture in 2021, creating a new autonomous entity and the fastest-growing lifestyle hospitality company, with Accor holding a majority shareholding. Ennismore comprises three pillars: a lifestyle collective rooted in culture and community, immersive resorts creating havens for escapism and entertainment, and iconic luxury venues pioneering the art of exclusive culinary destinations.

Ennismore has an unrivalled ecosystem of 15 brands and 2 Independent F&B Groups with 170+ open hotels and 120+ in the pipeline, as well as over 500 restaurants and bars. Ennismore operates hotels in over 35 countries with over 25,000 team members. Ennismore has four dedicated in-house studios, including an F&B Platform; AIME Studios, interior & graphic design; a Digital Product & Tech Innovation Lab; and a Partnerships Studio. Dis-loyalty is Ennismore's travel and food membership dedicated to lifestyle. 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.com** **Figures as of the end of June 2024.*