MAMA SHELTER ARRIVES IN DUBAI:
A NEW HOTSPOT FOR LIVING, CELEBRATION, AND EVERYTHING IN BETWEEN

- Step into Mama Shelter's CineMama a cozy open-air escape with 50 seats, making it the ultimate outdoor experience!
- Guestrooms overlook the stunning Business Bay skyline in the heart of Dubai
- Extensive coworking space including 5 ateliers
- Mama Shelter Dubai will be the brands first hotel in the U.A.E and 19th in the world



December, 2024, Dubai, UAE. – *Mama has arrived!* The Middle East welcomes its very first Mama Shelter in the heart of Dubai, bringing a fresh wave of bold design, vibrant energy, and playful hospitality to the city. More than a hotel, Mama Shelter Dubai is a lifestyle destination that blends comfort, creativity, and community, redefining what it means to live, eat, party, and play.

HOTEL & AMENITIES

With 197 uniquely designed rooms, Mama Shelter Dubai offers cozy accommodations featuring 100% satin cotton sheets, five-star bedding, organic bathroom amenities from the exclusive Mama Skin range, complimentary Wi-Fi and films. Every detail is thoughtfully curated to ensure ultimate comfort and style. The hotel also boasts four stunning outdoor swimming pools where guests can unwind and soak up the city's sunshine, along with *CineMama*, a magical 50-seat outdoor cinema that offers an enchanting space for entertainment and daydreaming under the stars.

For those looking to work or host events, Mama Shelter Dubai features five ateliers and a break room. Each atelier is a MICE room, designed to inspire creativity and collaboration. Guests can also explore the Mama Shop, a one-of-a-kind boutique offering an array of unique items, including ambiance perfumes, T-shirts, hoodies, and canvas bags, perfect for taking a little bit of Mama home.

DINING

Eating at Mama Shelter Dubai is a true delight, with Mama restaurant serving up comforting brasserie style cuisine, Mama Trattoria serving authentic Italian flavors, then we have Mamm's bar located behind Mama restaurant, ideal for a chic hideaway for signature cocktails, and Mama Skypool and restaurant perfect for relaxed afternoons. Mama's famous brunch promises a vibrant culinary experience, while foosball tables, live DJ sets, and electrifying music keep the party alive from day to night.

Mama Shelter Dubai is more than a place to stay; it's a vibrant community hub where locals and travelers alike come together to celebrate life. Whether you're in the mood to unwind by the pool, indulge in exceptional food, dance the night away, or shop for quirky treasures, Mama offers something for everyone. It's a destination designed for living and celebrating in equal measure.

DESIGN

From the moment you step inside, Mama Shelter Dubai enchants with its eclectic and vibrant interiors. Designed by Mama's design team, with a rebellious spirit and an eye for detail, the space is alive with bold colors, artistic patterns, and playful décor elements that invite curiosity and delight. From the spectacular ceiling of giant neon lights at drop off to the while the mix of luxurious and unconventional furnishings creates an ambiance that is both cozy and captivating. Every corner of the hotel tells a story, offering guests a feast for the eyes and a unique sense of place.

From Paris to Dubai, Mama Shelter's global legacy is rooted in its ability to transform spaces into places filled with personality, warmth, and inclusivity. Now, with its first location in the Middle East, Mama invites the Dubai community to experience its unique blend of accessible luxury and uninhibited fun.

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"In Dubai, at a time when all the world's luxury hotels compete in a "Star Wars" battle for 5, 6, or even 7 stars, with marble and thick carpets, Mama Shelter has simply chosen to settle here, preserving its soul and character.

A magical and relaxed place, open to everyone - locals, expatriates, businesswomen and men, and tourists - who will come to enjoy a drink or share a meal in the various restaurants.

A venue located in Business Bay, ideally positioned to explore this vibrant city-state, brimming with energy, which is set to become the new benchmark for modern, warm, and passionate hospitality in Dubai", Serge Trigano, Co-Founder of Mama Shelter.

"Dubai is a city of bold vision and cultural diversity, a perfect match for Mama Shelter's ethos of equality, freedom, and living in social harmony," says Cédric Gobilliard, COO of Mama Shelter. "Bringing Mama Shelter to this vibrant destination reflects our commitment to creating spaces where people from all walks of life can come together, celebrate, and share authentic experiences. Dubai's energy inspires us to break barriers and unveil the unique, festive spirit that defines Mama Shelter."

"What inspired me was the idea of a 'crossroads of civilizations,' somewhat like a modern trading post connecting the East and the West. You'll find nods to the East, but also a melting pot of influences from Western cultures." - Benjamin El Doghaïli, Head of Design.

Mama Shelter is owned by Khamas, and is part of Dis-loyalty, Ennismore's game-changing travel and food membership. Dis-loyalty members are able to unlock 50% off newly opened hotels within their Collective amongst multiple other benefits, meaning guests can enjoy half-price rates at Mama Shelter Dubai from 15th January to 15th April 2025. Find out more about all the membership perks at Dis-loyalty.com.

For more information, visit www.mamashelter.com or follow us on social media **@MamaShelterDubai**.

PRACTICAL INFORMATION

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ABOUT MAMA SHELTER - After many wonderful years at Club Med (co-founded by the Trigano family), in 2008, Serge Trigano launched Mama Shelter in partnership with his sons Jérémie and Benjamin. From the outset, they wanted to offer their customers an enjoyable environment and exceptional service at an affordable price. They have based themselves in the cities they love, in districts that tell a story. Focusing solely on such cherished locations has enabled the founders of Mama Shelter to express their ideal of an unusual, eccentric and unique place. More than rooms and restaurants, the Mama Shelter hotels have an energy, a vibrancy; they are true urban refuges, not just aesthetic and modern, but also popular, welcoming and sexy. The Paris East hotel was followed by hotels in Marseille, then Lyon, Bordeaux, Los Angeles, Prague, Belgrade, Toulouse, Lille, London, Paris West, Luxembourg, Rome, Lisbon, Paris La Défense, Rennes, Dijon and Nice. Future establishments are currently planned for Singapour, Zurich along with many other places. In 2014, the international hotel chain Accor joined forces with Mama Shelter to extend this concept and welcome travellers from all over the world. Mama Shelter is part of Ennismore, a creative hospitality company rooted in culture and community, with a global collective of entrepreneurial and founder-built brands with purpose at their heart. Formed in 2021, Ennismore is a joint venture with Accor, which holds a majority shareholding. ennismore.com