

MAMA SHELTER SINGAPORE MAKES HER DEBUT: DON'T JUST STAY, LIVE FOR THE NIGHT

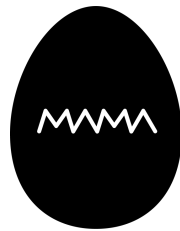
- *Mama Shelter opens in Singapore in September 2025, its first property in Asia and 20th worldwide*
- *First-ever Mama Shelter bunk room, ideal for families or friends travelling together*
- *Designed by Dion & Arles; a community-minded hotel built for living, not just sleeping*
- *The restaurants are the heart of Mama Shelter, not just a hotel amenity, but a destination for locals*
- *Hand-painted ceiling mural by Parisian street-artist, Beniloys, created over three months on site*



SINGAPORE, AUGUST 2025 - Mama Shelter, the iconoclastic hotel brand known for blending hospitality with personality, will make her long-awaited Asian debut this September with the opening of [Mama Shelter Singapore](#). Located on Killiney Road in the Somerset district, the 115-room property brings the brand's signature character, colour and culture to one of the world's most dynamic cities. Part of Ennismore, a global collective of lifestyle hospitality brands under Accor, Mama Shelter was born in Paris and has since grown to 20 locations worldwide, from London to Lisbon, Dubai to Nice.

More than just a place to sleep, Mama Shelter Singapore is a space to live, dine, dance and connect. It's a destination where the energy flows freely, from the design to the drinks list, from the rooms to the rooftop.

Serge Trigano, Co-Founder of Mama Shelter, shares: *"When we opened the first Mama in Paris, we never imagined she would travel so far. But here we are in Singapore. A city full of life, creativity and character. I feel a real sense of pride seeing Mama's spirit take root in Asia for the first time. This is not just another opening for us. It is a new chapter in the Mama story."*



A NEW BREED OF HOSPITALITY

Mama's bringing a new kind of hospitality to Singapore, one that celebrates community, creativity and delivers soul. Mama's not luxury, she's not budget, she's something altogether more human and desirable. It's the kind of hospitality where people from all walks of life can come together and share authentic experiences.

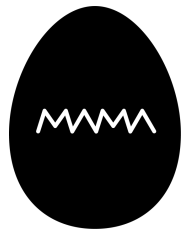
At Mama, the hotel room is never the point of entry. The experience begins the moment you arrive. From the street, the building's sculptural exterior is framed in confident lines and colour, a fitting first impression for what's inside. Step through the doors and you're greeted by a cinematic swirl of design, music and movement. Inside, the open-plan lobby, restaurant and island bar buzz with colour, conversation and the unmistakable energy of Mama. Arcade games, board games and pet-friendly tables bring a sense of play, while a raised stage and DJ booth provide the heartbeat for regular live sets and entertainment.

At Mama Shelter Singapore, entertainment is not background noise, it is the soul of the space. Rooted in Singapore's creative scene, Mama brings together DJs, artists, performers and makers who reflect the pulse of the city. From rooftop sundowners and family brunches to late-night sets and unexpected pop-ups, every occasion is a celebration. Regular programming champions bold self-expression, nostalgic joy and fresh discovery, blurring the lines between guest and local, stage and floor, hotel and home — because at Mama, everyone's part of the party.

DESIGN

Designed by long-time collaborators Dion & Arles, Mama Shelter Singapore is a vibrant celebration of cultural fusion and creative freedom. The interiors are layered with texture, storytelling and symbolism, blending Mama's playful roots with the rich visual language of Singapore. Neon signage, colourful murals and eclectic furnishings create a sense of intimacy and irreverence, while every corner reveals something unexpected. Even the lifts, which are lined with patterned upholstery, mirrors and moody lighting, set the tone for the journey up.

Drawing on Singapore's multicultural identity, the design takes inspiration from traditional dress and local iconography. Expect bold contrasts, joyful colours and layered patterns, with



no separation between good taste and bad taste, just an open invitation to express. Peranakan influences appear throughout, from wedding-dress-inspired carpets in the rooms to vibrant tiles on the rooftop and around the pizza oven. Animal motifs like peacocks are woven into soft furnishings, while details such as bamboo-shaped furniture legs, wooden beads and turned wood features create a rich visual language. A bespoke stained-glass panel at the entrance adds an unexpected touch on arrival.

The rooftop is imagined as a jungle clearing, surrounded by tropical greenery and mosaic-tiled pools. Sunken game tables, a shell fresco and Peranakan tiles bring colour and texture, while organic shapes and natural wood furniture form pockets for privacy or play. Almost half the rooms come with private terraces, a new high for Mama, and a rooftop pool brings a new resort-style energy to the brand.

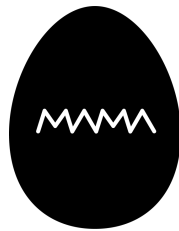
Anchoring it all is a monumental ceiling mural by Parisian street artist Beniloys, who spent three months on site to hand-paint a sweeping narrative through the restaurant, rooftop and lift lobbies. Featuring peacocks, tigers, dragons, birds, sailboats and garden scenes, the mural captures Singapore's maritime roots, multicultural character and Garden City spirit.

Mama Shelter Singapore is both a visitor and a resident, a ship in the harbour flying her own flag.

DINING: A RESTAURANT WITH ROOMS ABOVE IT

At Mama Shelter, the restaurant is the reason you come, the room is just a bonus, and Mama Shelter Singapore is taking this to the next level. On the ground floor, Mama Restaurant and Island Bar serve an all-day brasserie-style menu that's playful, soulful and just a little mischievous. Executive Chef Eugene Tan, formerly of Panamericana fame, brings local spark to international favourites. The drinks list, developed in collaboration with acclaimed bartender Hazel Long of Junior the Pocket Bar, blends fresh signatures, local ingredients and plenty of personality in every glass.

On Sundays, Mama's signature brunch delivers a generous all-out spread that's made for lingering. It's relaxed, a little indulgent and perfect for friends, families or the morning after.



Expect cold cuts, cheeses, fresh and fulfilling salads, pastas and roast joints, along with playful signatures. The dessert table seals the deal. Everything is homemade, hearty and full of flavour, just how Mama likes it.

Up at Mama Rooftop Bar & Restaurant, Mama offers an escape within the city. Surrounded by tropical greenery and mosaic-tiled pools, the space is both relaxed and theatrical. The air-conditioned restaurant provides a cool retreat, while low-slung loungers and striped umbrellas invite guests to linger longer. One of the hotel's two pools doubles as a stage for DJ sets and live performances, while the rooftop restaurant serves fresh, coastal Mediterranean dishes designed for sharing. Three tucked-away dining tables offer the ultimate setting for a rooftop dinner party, perfect for groups looking for a little privacy without losing the vibe. From artisanal pizzas to spritz jugs, it's Mama at her most playful with skyline views to match.

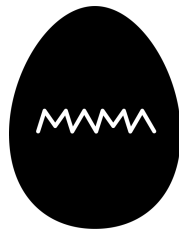
EVERYONE'S WELCOME

Mama Shelter Singapore is home to 115 guest rooms, all designed with comfort, cleverness and character in mind. Concrete walls are softened by patterned textiles and woven headboards. Carpets are inspired by Peranakan motifs, sheer lampshades contrasting with the occasional Bugs Bunny mask. The brand's first-ever bunk bedroom makes its debut here, ideal for families or groups of friends. All rooms come with five-star bedding, 100 percent satin cotton sheets, soundproofing, large screens with films on demand, and bathroom amenities by Ink & Water, an Australian brand known for its clean, cruelty-free formulations.

Downstairs, the Mama Shop exists for guests to take a little piece of Mama home with them, as well as online at mamalovesyou.com, with a tightly-edited collection of T-shirts, caps, hoodies, tote bags and Mama's signature Ambiance fragrance.

LOCATION: WELCOME TO THE NEIGHBOURHOOD

Positioned between Orchard Road and the lifestyle precinct of New Bahru, Mama Shelter Singapore offers direct access to some of the city's most exciting retail, dining and cultural experiences. A short walk from Somerset MRT, the hotel sits at the crossroads of Singapore's history and its ever-evolving future and makes an ideal base for locals, tourists and business travellers alike.



“Bringing Mama to Singapore was obvious. This city thrives on creativity, celebrates its rich mix of cultures, and shares our love for food and conviviality,” says Cédric Gobilliard, COO of Mama Shelter. “Locals and travelers here want more than a room; they want character, connection, and soul. That’s exactly what Mama brings: a new kind of hospitality that’s human, playful, and open to everyone.”

The property is led by General Manager Xavier Pougard, who brings extensive experience in the hospitality industry to Mama’s first Asian outpost. Known for his blend of precision, creativity and people-first leadership, Xavier is focused on building a culture rooted in fun, inclusivity and the highest standards.

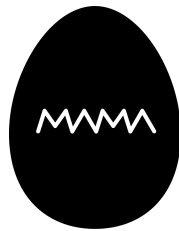
To mark the opening, Mama Shelter Singapore is offering rooms from \$190++ per night, inclusive of breakfast for two guests, on bookings made before 31 August. The opening offer is valid for stays from 23 September 2025 to 28 February 2026, subject to blackout dates and availability. A secret booking code is now live on [@mamasheltersingapore](https://www.mamasheltersingapore.com), giving followers access to a special social-only perk. Guests who are members of Dis-loyalty – Ennismore’s game-changing food and travel membership – can also enjoy 50% off stays at Mama Shelter Singapore until 23 December 2025, as part of the programme’s benefit for newly opened hotels. Find out more at [Dis-loyalty.com](https://dis-loyalty.com).

For reservations, visit mamashelter.com/Singapore.

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

Download the press kit and high-resolution images [here](#).





PRACTICAL INFORMATION

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Mama is waiting for you!

[mamashelter.com](#) - #MamaShelter - @MamaShelterSingapore

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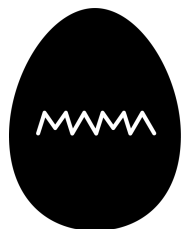
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ABOUT MAMA SHELTER SINGAPORE - Mama Shelter makes her bold debut in Asia with the opening of Mama Shelter Singapore, a vibrant addition to the city's dynamic hospitality scene. Located on Killiney Road in the lively Somerset district, Mama brings her signature energy, creativity, and color to the heart of the city and offers direct access to the city's premier retail, dining, and cultural destinations. Designed by Dion & Arles, the 115-room property blends comfort with Mama's signature character through premium bedding, organic amenities, state-of-the-art equipment and films on demand. Guests can enjoy all-day dining at Mama's Restaurant, artisanal coffee and pastries at Mama's Kiss, or visit Mama's Rooftop Bar & Restaurant to enjoy Mediterranean fare, handcrafted pizza and cocktails by the two outdoor pools. Mama brings the party with curated DJ sets every Thursday – Sunday, spotlighting the best of local and regional talent while infusing the neighborhood with music, culture and energy. Mama Shelter Singapore invites travelers and locals alike to experience a playful, design-forward escape where the city comes alive.

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 Jeremie 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, Prague, Belgrade, Toulouse, Lille, London, Paris West, Luxembourg, Rome, Lisbon, Paris La Défense,



Rennes, Dijon, Nice, Dubai, Zurich and Singapore. Future establishments are currently planned for Cape Town, Amsterdam and Lake Como 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.

ABOUT ENNISMORE - Ennismore's branded residential properties, including Mama Shelter Residences Cape Town, are supported by Accor One Living, an industry-first 360° platform focused on developing, designing, and operating mixed-use projects and branded homeowner communities. Through Accor One Living, homeowners, guests, and partners are connected to Accor's diverse ecosystem of brands, expertise, and solutions - creating a constant flow of new opportunities to live, work, and play.

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 16 brands and two independent F&B groups, 180+ hotels and 140+ in the pipeline, 500 restaurants and bars and a network of 50 branded residences. Ennismore operates hotels in 40 countries with over 25,000 team members. Ennismore has four dedicated in-house studios: an F&B Platform; AIME Studio for 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.

<https://ennismore.com>

*Figures as of the end of March 2025.

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