



PRESS RELEASE
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THE HOXTON, KRAKÓW TO MARK ENNISMORE'S FIRST HOTEL IN POLAND

Known for creating spaces with soul, The Hoxton, Kraków is set to become a new centre of urban lifestyle in the city.



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Ennismore, the fastest-growing lifestyle and leisure hospitality company, in partnership with **NOHO Investments**, a luxury real estate developer dedicated to creating functional and timeless properties in Poland and **KNSA Hospitality**, are pleased to announce the signing of **The Hoxton, Kraków**. Opening in the second half of 2027, The Hoxton will welcome neighbours and guests to its first hotel in Poland, located in Kraków's upcoming lifestyle destination at Dolnych Młynów 10.

Amidst the cobble-stoned streets of Kraków, The Hoxton finds its new home in a former Imperial-Royal Tobacco Factory, which will feature 115 guestrooms, ranging from 21 to 50 m². Renowned for vibrant, homey open lobbies and a celebration of the locality through art, design, retail and eclectic programming, every corner will be considered. The Hoxton's spaces are beautifully designed for understated comfort, with doors that are always open so everyone feels invited, not just the guests. One-of-a-kind finds layered with texture, pattern and colour, create a warm and cosy yet functional design with all the amenities guests need. Doubling as a restaurant and bar, casual menus designed for all-day, everyday dining will be served. Reflecting its neighbourhood, the Hox Gallery will feature a rotating exhibition that celebrates and supports local talent, whilst a curated programme of music and cultural events brings the



vibes. Also on site is Hox's staple meeting and events space, The Apartment. A space to bring people together for all occasions, The Apartment is a series of private rooms centred around a communal Pantry Kitchen.

Located right by Kraków's Main Square and next to Szyborska Park, the complex offers premium apartments, a dedicated Lifestyle Zone for residents, as well as a modern food hall, restaurants, and services. Green courtyards and carefully designed communal spaces complete the vision. Comprising 11 buildings where historic fabric blends with contemporary architecture, creating a cohesive, city-building whole, the development of Dolnych Młynów 10 has already begun, with the two-level underground parking garage already complete, and the entire complex is at an advanced stage of construction.

Rob Andrews, Brand Chief Operating Officer for The Hoxton at Ennismore, said, *"Kraków is a city to be dazzled by its art, architecture, exhilarating food and beverage scene and warm hospitality. This combination of culture and community makes it the perfect home for The Hoxton, and we're thrilled to partner with NOHO Investment to bring the brand to Poland for the first time. The exceptional character of NOHO's Dolnych Młynów 10 project will redefine the notion of lifestyle hospitality in the country."*

Rafał Kula, CEO and co-founder of NOHO Investment, said, *"Together with The Hoxton brand, we pursue the same idea: we want to create places that connect people and give energy to the city. Dolnych Młynów 10 is not just a residential project – it's a first-choice destination for those who value style, quality, and unique experiences. It's a one-of-a-kind address in Kraków, open and full of life, created for those who seek the highest quality in how they spend their time. The hotel is a natural extension of this vision."*

Ennismore's network in Europe currently has over 80 properties open, comprising around 14,000 rooms. Recent flagship hotel openings include SLS Barcelona, the brand's first property in Europe; The Hoxton Edinburgh and Vienna; Hyde London City, Mondrian Ibiza and Mama Shelter Nice. The group has a growing F&B presence across the region with Paris Society, including Bonnie, Gigi Rigolatto and Mondaine de Pariso in Paris; Louie in London and the recent opening of Gigi Rigolatto in Rome. Ennismore's European pipeline continues to grow, with planned openings including The Hoxton Dublin and Oslo; Mama Shelter Amsterdam, Lake Como and Toulon, and Morgans Originals Luura in Paros, Greece. Ennismore's first standalone branded residences in Europe, SLS Madrid, will welcome homeowners from 2026.



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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 16 brands and two independent F&B groups, comprising over 180 hotels and 140 in the pipeline, more than 500 restaurants and bars, and a network of 50+ branded residences. Ennismore operates hotels in over 40 countries with more than 25,000 team members. Ennismore has four dedicated in-house studios: an F&B Platform, AIME Studios 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. ennismore.com *Figures as of the end of July 2025.

About NOHO Investment

NOHO Investment is a nationwide premium real estate developer. The company builds properties of the highest quality, functional and timeless in terms of architecture, design, and attention to detail, in the centers of Poland's largest cities. Its projects rest on classic pillars: durability, utility, and beauty. Guided by the philosophy of NOHO Premium Lifestyle, the firm offers homes for generations – combining refined quality and design with the latest trends and the demands of modern urban living. NOHO is also the author of Poland's first definition of the luxury real estate segment.