

HYDE

P E R T H

HYDE Perth Officially Opens, Ushering in a New Social Destination

The 121-room hotel marks a defining moment for the global lifestyle brand



Perth, Australia - HYDE Perth has officially opened, unveiling a new cultural destination in the heart of the city and marking a defining moment for the global lifestyle brand. The 121-room hotel is HYDE's first purpose-built property for the brand, realised through a complete transformation of a late-1960s building that was stripped back to its structural bones and entirely reimaged. Functioning as a space for connection and experience, it serves as a curated social habitat shaped by rhythm, creativity and connection through an Australian lens.

Located on Pier Street in Perth's CBD, HYDE Perth brings the brand's music-led DNA into conversation with the city's light, landscape and creative spirit. Equal parts relaxed and electric, the hotel draws from HYDE's origins in the early 2000s Los Angeles club scene while embracing a distinctly Australian sensibility. The result is a destination that feels intuitive rather than orchestrated - social, expressive and grounded in its surroundings.

General Manager, Rhys Challengr said "We couldn't be more excited to open HYDE Perth and share this unique vision with the city."

"Every corner of the hotel, from the art-filled lobby to the rooms, the music, the wellness experiences and FARRA, has been designed to inspire connection, creativity and celebration. HYDE Perth is a place to move, linger and experience the city in a completely new way," he adds.

From the moment guests arrive at HYDE Perth, the hotel sets a distinct rhythm. Interiors are shaped by Perth's radiant natural light, creating spaces that feel warm, layered and grounded in place. An Australian material palette, anchored by hand-laid stone and richly grained timbers, is complemented by sun-washed tones and bespoke furnishings designed exclusively for the hotel. Across the ground floor, a series of

relaxed vignettes unfold within an open, light-filled plan, balancing intimacy with a sense of flow and discovery.

Art is central to the guest experience. The curatorial concept explores a dialogue between Australia's natural landscapes and the expressive energy of music and movement, balancing muted, sun-washed tones with more rhythmic and expressive works. Works move between muted coastal tones inspired by sand, stone and timber, and bold, rhythmic pieces that translate sound and celebration into visual form. Lifts wrapped in *Jilji*, a custom wallcovering by the late Walmajarri artist Jimmy Pike, extend the narrative vertically, connecting guests to Indigenous storytelling and embedding a sense of place into every step of the journey. The public art collection also features contemporary Australian artists including Elefteria Vlavianos, Suzanna Vangelov and Brad Holland, bringing texture, colour and emotional energy to every space, ensuring that each corner of the hotel feels considered and alive.

The rooms and suites are designed as personal sanctuaries that double as a stage for life's moments. Layers of texture, light and colour create spaces that feel both intimate and celebratory — a place to unwind, reset and prepare for the night ahead. Custom furnishings, tactile fabrics and sun-kissed tones bring a sense of effortless glamour and anticipation, balancing comfort with energy. Custom cushions by Jimmy Pike, Patricia Braune and Grace Garrett, handcrafted Pampa rugs and bespoke ceramics by Robert Gordon create interiors that feel tactile, lived-in and quietly sophisticated.

Inspired by the enduring rhythm of summers on the Greek Isles, FARRA opens alongside HYDE Perth as a Grecian-inspired dining and social destination with the personality of a global traveller. Anchored in Western Australian produce, it unfolds across three interconnected spaces: the dining room, the pool and bar, and the terrace. Designed to move seamlessly from morning to late night, FARRA begins with relaxed breakfasts and long, shared meze lunches, easing into poolside aperitivo and dinners after dark guided by sound, city light and shared energy. It is a venue that encourages flow rather than formality, where time softens and celebration lingers.

The menu draws on time-honoured Greek traditions through a contemporary lens, favouring generous meze, fire-led proteins and seasonal produce that invite communal dining. House-baked breads and classic dips set the foundation, while larger plates reinforce a style of eating centred on connection and abundance. The drinks program mirrors this Mediterranean sensibility, with wines from Greece and the broader region alongside Western Australian producers, complemented by aromatic, tropical-leaning cocktails designed for long afternoons and warm evenings.

HYDE Perth launches with an ongoing program of music-led and creative experiences designed to build sustained cultural momentum. Daily aperitivo hours, terrace sessions and Sunday DJ sets hosted by FARRA establish a steady rhythm across the week. The sonic direction leans into Balearic and melodic house influences, shifting naturally from relaxed daytime selections to deeper evening tones.

Wellness at the hotel is designed as an integrated part of the guest experience, not a separate retreat. Upcoming pop-up sessions in partnership with Club Mello include pilates and movement classes that offer curated wellness and mindful experiences, complementing music-led programming and creative gatherings and giving guests moments to reset, recharge, and reconnect.

Members of Dis-loyalty, Ennismore's global travel and food membership, can access 50% off stays from 1 March 2026 to 1 June 2026, 10% off at FARRA year-round and a daily barista coffee on the house. Rooted in place and driven by culture, HYDE Perth shapes how the city gathers, listens and lingers — bringing together

design, music, art and dining in one immersive expression that reflects Australia's light and landscape while setting a new rhythm for the brand.

For more information and bookings, visit hydehotels.com.

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Link to images [HERE](#)

ABOUT HYDE HOTELS, RESORTS & RESIDENCES

From the moment HYDE hit the nightlife scene in 2005 with the eponymous HYDE Lounge on Los Angeles' iconic Sunset Strip, it has been committed to bringing people together through exceptional communal experiences and impeccable setlists. Staying true to its roots, the brand has evolved to include HYDE Hotels and Residences, Beach Clubs, and Mixology Lounges, giving access to a new kind of lifestyle hospitality grounded in the spirit of discovery.

Currently located in vibrant global destinations including Miami, London, Dubai and Bodrum, with upcoming openings in Mexico City and Bali, each HYDE location is individually curated to embrace its local music and creative scene yet is connected through a unique state of mind that celebrates freedom of expression and the spirit of collective experience. HydeHotels.com

HYDE Hotels, Resorts & Residences 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