



PRESS RELEASE – 8TH SEPTEMBER 2026

The Hoxton set to make its Middle East debut with flagship Dubai location, featuring a wellness club

The Hoxton Dubai Media City will be the brand's first hotel in the UAE, marking a significant milestone for its global growth.

In a global first, the property will debut The Hoxton's new wellness club concept



[DOWNLOAD IMAGES](#)

Ennismore, the fastest-growing lifestyle hospitality company, in partnership with **Select Group**, one of the region's leading developers, announces the signing of **The Hoxton, Dubai Media City**. The signing marks a significant moment: The Hoxton's first venture into the United Arab Emirates, bringing the brand's globally celebrated open-house concept to the Middle East for the first time and becoming a new flagship for Ennismore in the region. This announcement follows closely on the heels of the brand's latest signings across Asia Pacific, The Hoxton, Bengaluru City in India in October and Melbourne last year, highlighting its robust global expansion into some of the most influential markets worldwide.

Known for its community-driven hospitality, vibrant social spaces, and neighbourhood-inspired design, The Hoxton will establish a fresh destination in one of Dubai's most creative districts. As Dubai's cultural landscape continues to develop, The Hoxton will continue to bring



together and spotlight the city's growing community of artists, entrepreneurs, and innovators, contributing to its ever-evolving story.

The Hoxton, Dubai Media City, designed by Ennismore's interior design team, **AIME Studios**, will feature 230 guest rooms, with every corner of the hotel feeling homey and layered. Extensively reimaged from the ground up through a landmark multi-million-Dirham transformation, the project repositions the existing building as a new-generation Hoxton that captures both the brand's distinctive DNA and the evolving character of Dubai Media City.



The hotel's food and beverage offering will be curated by **Paris Society**, the internationally renowned F&B collective behind some of Dubai's most sought-after dining and nightlife destinations. At the heart of the line-up are two brand-new concepts. The Hoxton Dubai Media City will debut a collaboration with **Moïse Sfez**, the award-winning French restaurateur, who brings his distinctive culinary vision to Onaka, a Japanese handroll bar. Alongside this, Bleachers, a social sports bar, will offer a playful take on classic gameday culture. These will sit alongside Il Bambini Club, Paris Society's lively trattoria concept with locations in London and Paris and Cape Town, with a vibrant bar and open kitchen, and Tope, The Hoxton's signature rooftop concept already loved in Barcelona, Portland and Brussels, serving Mexican-inspired flavours and punchy cocktails. No Hoxton is complete without its cosy, welcoming lobby — a space designed for both guests and locals, serving comforting classics while hosting experience-led cultural programming, from local collaborations and pop-ups to creative activations.



Central to this new chapter is The Hoxton's first-ever wellness club, a defining pillar of the Dubai Media City property and a social hub in its own right. Designed to support both a healthy lifestyle and a healthy social life, the extensive club will be grounded in community, offering an inclusive, friendly and sociable programme of fitness and wellbeing without compromising on state-of-the-art equipment and facilities. Not your ordinary sterile gym, the wellness club will feature a large gym floor and movement studios, spa treatment rooms, contrast therapy facilities and a members' lounge, all designed with The Hoxton's signature residential style. The experience is further enhanced by Beaum, the club's healthy café concept, creating a natural extension of the wellness journey. Bringing together movement, recovery and connection, the space is envisioned as a destination for both hotel guests and the wider local community.

Located at the heart of Dubai's innovation corridor, Dubai Media City is a hub for creativity, entrepreneurship and global media. Home to leading media companies, production studios and digital businesses, it is a neighbourhood that naturally aligns with The Hoxton's community-driven spirit. Surrounded by key districts including Dubai Marina, Palm Jumeirah and Jumeirah Lake Towers, the hotel is perfectly positioned to become part of the area's daily rhythm, connecting with Dubai's creative community and offering a more authentic perspective on one of the world's fastest-evolving cities.

Israr Liaqat, Group CEO of Select Group, said: *“Wellness and wellbeing sit at the heart of everything we build, from the residences we design to the communities that grow around them. Bringing that same philosophy into our hospitality portfolio through The Hoxton, Dubai Media City, is a natural next step for Select Group, and a reflection of the ethos we carry across every part of our business. Partnering with Ennismore lets us bring The Hoxton's community spirit to Dubai Media City, and we're proud that our approach to wellness will come to life here as the brand's first wellness club anywhere in the world.”*

Louis Abboud, Group Chief Growth Officer and COO of IMEAT & APAC at Ennismore, said: *“The Hoxton began as a single hotel in East London and helped redefine lobby culture. Since then, it's grown into a globally loved brand, with hotels across Europe and the Americas, with exciting new signings in Asia Pacific. Dubai has long been on our wish list as one of the world's most dynamic hospitality destinations, and we've always felt The Hoxton, with its strong sense of purpose and community, would bring something fresh to a neighbourhood already brimming with creativity. I'm incredibly proud that Dubai will be home to the brand's first hotel in the UAE and the wider Middle East - as well as home to the first Hoxton wellness club, creating a new flagship property for Ennismore in the region.”*



The Hoxton started in London's Shoreditch neighbourhood, from where Sharan Pasricha reimagined the brand into the globally recognised lifestyle hospitality brand it is today, leading its international expansion. Rooted in culture and community, the series of open-house hotels now spans 19 properties across the UK, Europe and the US, with upcoming openings in some of the world's most exciting urban destinations, including Melbourne, Oslo, Nashville, Mexico City and Bengaluru, India.

Ennismore continues to strengthen its presence in the Middle East, one of its fastest-growing regions, with a diverse collective of hotels, restaurants, bars, and branded residences. The group now has over 70 hotels and resorts across the Middle East, Turkey and North Africa, representing over 23,000 rooms. Flagship properties include Delano Dubai, Our Habitas AlUla, Mondrian Doha, Rixos Tersane Istanbul, Aliée Istanbul, 25hours One Central Dubai, SLS The Red Sea, SO/ Ras Al Khaimah, Rixos Abu Dhabi Saadiyat Island, and Mama Shelter Dubai. Ennismore's pipeline in the region includes Mondrian Abu Dhabi, Rixos Dubai Islands, SLS Jeddah, and Mama Shelter Cape Town.

-END-

MEDIA CONTACT:

Marcos Eleftheriou
VP of Corporate Communications, Ennismore
marcos.eleftheriou@ennismore.com

Nazli Sonmez
EVP PR, Communications & Partnerships for IMEAT, Ennismore
Nazli.SONMEZ@ennismore.com

Gurvinder Kaur
Head of Marketing, Select Group
gurvinder.kaur@select-group.ae

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 14 hotel brands, comprising 190+ hotels and 150+ in the pipeline; 90+ Paris Society Venues and over 700 restaurant and bar concepts; and a network of over 30 branded residences. Ennismore operates hotels in over 40 countries with more than 35,000 team members. Ennismore has four dedicated in-house studios: Paris Society Consulting for F&B curation, 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 June 2026.

ABOUT SELECT GROUP

Select Group is a Dubai-headquartered real estate developer and hospitality investor with a 24-year track record, having developed over 24.7 million sq. ft. and delivered more than 10,000 units across the UAE, with a combined development value exceeding AED 35.2 billion. The group's portfolio spans landmark residential and branded residences — including Six Senses Residences Dubai Marina, Six Senses The Palm, Artistry Residences and Peninsula — alongside a growing UK hospitality footprint comprising Fairmont The Mere, Fairmont Cheshire, Old Thorns and three Delta Hotels by Marriott golf resorts. For those who select differently. [\[www.select-group.ae\]](https://www.select-group.ae)