

HYDE

MEXICO CITY REFORMA

HYDE HOTELS MAKES ITS LATIN AMERICAN DEBUT WITH THE OPENING OF HYDE MEXICO CITY REFORMA

The 106-room lifestyle hotel brings Hyde's distinctly bohemian spirit to Paseo de la Reforma

Opens September 1st



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MEXICO CITY, MÉXICO (September 1, 2026) – [Hyde Hotels](#), [Ennismore](#)'s free-spirited lifestyle brand, opens [Hyde Mexico City Reforma](#) today on the iconic Paseo de la Reforma, marking the brand's debut in Mexico with a 106-room hotel overlooking the Ángel de la Independencia and within easy reach of the city's most celebrated landmarks, galleries, restaurants, bars and nightlife.

Few *barrios* (neighborhoods) capture Mexico City's eclectic spirit quite like the area surrounding Hyde. Located along Paseo de la Reforma, Hyde Mexico City Reforma places guests at the

intersection of one of the capital's most cosmopolitan areas, where galleries, boutiques, restaurants, cafés and antique shops give way to a celebrated late-night scene, Zona Rosa's LGBTQ+ heritage and the vibrant Korean culture of Pequeño Seúl.

A New Chapter on Reforma

Housed within two towers constructed during the era of Mexican modernism, Hyde Mexico City Reforma breathes new life into the existing architecture through adaptive reuse that preserves the building's original facade and infrastructure. The result is a contemporary urban hotel with local character.

Hyde shares its lobby, dining destinations and select spaces with the forthcoming SO/ Mexico City Reforma. Though connected, the hotels maintain distinct identities and experiences: Hyde is rooted in music, discovery and social connection, while SO/ celebrates art and fashion.

Art & Design

As guests make their way inside, a dramatic atrium clad in dark green marble transforms the thrum of Reforma into a more casual, expressive setting. At its center sits *Vulcano*, a striking sculpture by renowned Mexican architect Javier Senosiain. Shaped like an outstretched tongue and assembled from thousands of multicolored hand-placed ceramic fragments, the piece symbolizes communication and storytelling—a fitting welcome in a city where communal areas have long served as stages for gathering and exchange.

This sense of connection continues throughout. Sculptural furniture echoes the geometry of the city's urban grid, softened by floral arrangements and natural materials. As guests wait to ascend to their rooms, they'll find totemic cacti-inspired sculptures that evoke Mexican valley landscapes (*Estrellas de la Tierra* by J. Nicole Taboada) and a vibrant tapestry by Vangi Uriegas created using artisanal textiles and ancestral craftsmanship. In the rooms, guests can expect the signature hues, symmetry and tension from the masterful woven works of *86 Nudos*, Karla Pellegrino's studio.

Rooms & Amenities

Across 106 guestrooms, studios and suites, Hyde provides a relaxed counterpoint to the bustling city below. Designed as private retreats above Reforma, the accommodations pair modern furnishings with warm textures and considered details, creating an atmosphere that's laid-back yet simultaneously charged. Guests can opt for rooms that provide a quiet reset or that keep them connected to the capital, with direct views of Paseo de la Reforma and the Ángel de la Independencia. All rooms are complete Bumble and bumble. bath amenities; a Lavazza coffeemaker; and a minibar stocked akin to a band's rider.

The music-leaning motif extends through the room categories, from General Admission Queens to All Access Kings. The festival spirit comes alive in the Rockstar King Suite, where VIP treatment

is even more epic. Spanning 47 sq. m. (506 sq. ft.), the celebrity-worthy suite features a plush king-sized bed, relaxed living areas for morning coffee and downtime, and awe-inspiring city views – a true haven.

Beyond the guestrooms, flexible event spaces are ideal for meetings, media junkets, corporate gatherings and social celebrations. A complimentary 24-hour TechnoGym fitness suite (opening soon) will allow guests to maintain their routines at any hour.

Food & Drink

Intended to be as much an inspired retreat as it is a social destination, Hyde encourages guests to experience Mexico City through its gastronomy. Opening in September, **Enzu Restaurant & Bar** will specialize in contemporary Japanese dining. Seafood from Ensenada, select Japanese products, and Mexican-grown produce will come together across shareable dishes, decadent sushi and specialties prepared over a binchotan charcoal robata grill. A 14-seat omakase counter makes for an intimate, reservation-only tasting experience, while a grand bar will serve premium sake, mezcal, tequila and whisky alongside inventive cocktails. Intended to evolve throughout the day, Enzu will progress from business lunches in the atrium and after-work imbibing to memorable meals fit for any occasion.

Tucked away on the fourth floor, **Sun & Moon** will serve as Hyde's neighborhood living room, bringing together guests and neighbors over coffee, pastries, light bites and all-day favorites before transitioning into an evening cocktail lounge. The flexible terrace bridging Hyde and SO/ will quickly become a hotspot for expansive dinner series, guest bartender collaborations, and cultural programming with a local perspective. Sun & Moon will open in fall 2026.

Guests are invited to experience this new hotel and its dining concepts via Ennismore's game-changing global travel and food membership, [Dis-loyalty](#). Members can stay three nights or more and enjoy 50% savings throughout the inaugural season from September 1 to December 1, 2026.

Rates start at \$249 USD / MX \$4,225 per night

For reservations or further information, contact your travel professional or the hotel directly at reservations.cdmx@hydehotels.com and +52 55 9900 3300.

For more information, visit <https://hydehotels.com/mexico-city/>

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About Hyde Hotels

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 set in locations including Dubai, Miami, Ibiza, London, Bodrum, Johannesburg, Melbourne and Perth, 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

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