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Ennismore and Propreal Capital Partners bring Mama Shelter's playful spirit to Porto, Portugal, with a new signing

Mama Shelter Porto is where the city's generous, creative spirit meets Mama's unmistakable energy.



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Ennismore, the fastest-growing lifestyle hospitality company, together with **Propreal Capital Partners**, a leading real estate investment firm, is delighted to announce the signing of **Mama Shelter Porto**, bringing the brand's joyful and bold spirit to one of Europe's most vibrant and fast-evolving cities.

Located in the heart of Porto Baixa, just steps away from the Avenida dos Aliados and the city's historic centre, the 120-key hotel will mark Mama Shelter's debut in northern Portugal. Positioned among cultural landmarks, neighbourhood cafés, independent boutiques and lively riverside streets, the hotel is designed to become part of the city's everyday rhythm — a spirited destination where locals and travellers naturally come together. Known for its rich artistic heritage, colourful tiled façades, thriving food scene and creative energy, Porto has evolved into one of Europe's most compelling lifestyle destinations, attracting a new generation seeking authenticity, culture and connection.



Mama Shelter Porto will be home to lively social spaces, music-led energy and sassy moments woven throughout the hotel. Bold, expressive and never predictable, the interiors, created by Dion & Arles, will reflect the brand's unmistakable design language while embracing the city's character. Layered with colour, texture and personality, the spaces will draw inspiration from Porto's craftsmanship, and rich visual culture, blending Mama's playful identity with the city's artistic energy. Eclectic touches, unexpected details and curated objects will create a sense of discovery around every corner, while social spaces designed for connection and guestrooms imagined with comfort and character in mind will strike a balance between warmth, humour and creativity. Expressive, immersive and joyfully unconventional, Mama Shelter Porto is designed to feel as full of personality as the city itself.

Never one to shy away from fun, the hotel will be a place to gather from morning to late night, and just like home, the beating heart of Mama Shelter Porto will be its high-energy restaurant, bringing together playful twists on classics and signature cocktails in a dynamic atmosphere. From Mama's signature brunches to Mama Nights, animated by DJs and live music, the space's energy will evolve throughout the day. True to Mama's spirited approach to hospitality, the hotel will also feature Mama Plays and private karaoke rooms, creating immersive spaces designed for celebration, spontaneity and connection. More than a restaurant, Mama Porto is envisioned as a bustling social destination where music, culture and community come together under one roof.

Cédric Gobilliard, Brand COO of Mama Shelter at Ennismore, said: *"Bringing Mama to Porto felt natural. It's a city with soul, full of colour, creativity and a strong sense of community — everything Mama stands for. We love places where people come together, where there's energy in the streets and stories in every corner. Porto has all of that. With this project, we're creating a place that feels open, playful and alive, where locals and travellers can meet, share and celebrate together."*

Marcus Siggelow, Head of Asset Management at Propreal Capital Partners, said: *"This signing marks a significant milestone for Propreal Capital Partners, our second hotel development in Porto and our first with Mama Shelter. Porto is a market we know intimately and one we have deep conviction in. Partnering with Mama Shelter was a natural choice. Their brand DNA aligns closely with our vision of modern hospitality and is the perfect fit for this location and this city. We are confident the hotel will establish itself as one of Porto's leading lifestyle destinations, and we look forward to a long and productive partnership with Ennismore."*

Born in Paris, Mama Shelter has always approached hospitality differently; neither luxury nor budget, but something more human. Founded by Serge Trigano and his sons Jérémie and Benjamin, the brand has built a loyal global community through its irreverent spirit, vibrant



social energy, and accessible approach to lifestyle hospitality. The signing of Mama Shelter Porto marks a new chapter in its European expansion, bringing its distinctive character to a city that feels like a natural fit. From Paris to Singapore, Marseille, Rome, Lisbon, Dubai, and beyond, Mama Shelter continues to redefine contemporary hospitality through culture, conviviality, and spaces designed for living life to the fullest, with upcoming openings in Val Thorens, Mexico City, Amsterdam, Cape Town, Bangkok, Lake Como and Casablanca.

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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 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 PROPREAL CAPITAL PARTNERS

Propreal Capital Partners is an independent real estate investment and asset management firm headquartered in Geneva. Founded in 2012, the firm has acquired and managed in excess of €3 billion in real estate assets across Europe and North America, with a particular focus on hotels, mixed-use developments, offices, retail, and residential properties. Propreal specialises in identifying urban and resort properties with significant value-add potential, applying disciplined repositioning strategies underpinned by deep operational and market expertise.

ABOUT MAMA SHELTER

Founded in 2008 by Serge Trigano and his sons, Jérémie and Benjamin, Mama Shelter opened its first hotel in Paris East with one simple ambition: to bring together bold design, generous hospitality and a lively atmosphere at an accessible price. More than a place to sleep, Mama is a place to eat, drink, work, play and celebrate. Each Mama takes root in a city it loves and a neighborhood with a story to tell. No two Mama are the same, but all share the same spirit: playful design, generous food, music, entertainment and a dose of irreverence. The result is a collection of colourful destinations where locals and travellers come together and where nothing is ever taken too seriously.

Today, Mama Shelter has 19 properties across Europe, the Middle East and Asia, with Mexico City, Lake Como and Cape Town next to join the family. Mamashelter.com 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.