MAMA'S COMING TO MEXICO

Guess What? Bookings are Open!
Mama Shelter Mexico City is Bringing Her Sassy, Seductive Soul
to the Creative Neighborhood of Roma Norte City



RENDERS - HERE

Mexico City, Mexico, (November 5, 2026) – Mama Shelter Mexico City is now accepting bookings and will open her doors on December 1, 2026. Mama's first Latin American icon is arriving soon, and she's already making waves as a major player in the brand's global expansion.

Mama Shelter, the irreverent urban playground where flamboyant design, generous comfort food and entertainment bring free spirits and Mama's legendary gang crew together for a vibrant social experience that lives way beyond our four walls, and Mama Shelter Mexico City is no exception.

We Kept the Façade But Didn't Follow the Rules

Set behind the grand, preserved façades of two historic 19th-century casonas on Avenida Álvaro Obregón, Mama Shelter Mexico City brings the brand's signature mischief and irreverent spirit to Roma Norte, the capital's coolest artistic playground.

Here, Mama's in-house design team teamed up with two local Mexican studios to turn traditional craftsmanship on its head, creating unconventional, eye-catching *artefactos*. The result? A vibrant collision of French-influenced historic architecture and bold contemporary design. At the hotel's core, a lush, open-air courtyard acts as the ultimate social hub, where the building's historic soul meets Mama's festive energy.

Across her 100 keys, details draw inspiration from Mexico's *mestizaje* soul, pairing Mama's playful touches and local street-art influences with warm colors and thoughtful references to everyday Mexican life. Walls are painted in a peach hue reminiscent of the shades found in traditional Mexican homes, bringing a familiar sense of warmth and character. Mirrors are adorned with the phrase *"Mama te apapachó"* – a take on the Mexican expression *apapachar* – to pamper, cuddle or shower someone with affection, as any good Mama does.

Roma Norte Is About to Get a Whole Lot Saucier

At the heart of the hotel is **Mama's Trattoria & Bar**, where Italian comfort food gets the full Mama treatment: generous, large-format dishes designed for sharing, with select preparations tableside. Dig into classic and seasonal pizzas, inventive handmade pastas—like a vegetarian "Lasagna Verde" for two with spinach Béchamel and mushrooms—and standout mains like skirt steak topped with cacio e pepe ravioli. And if you think an Italian feast should end before dessert, think again! Save room for the oversized tableside tiramisu, layered with velvety mascarpone, and a cheeky splash of Marsala. Drinks-wise, expect an Italian Margarita, which calls for tequila and limoncello, and a giant Aperol Spritz for everyone at the table to enjoy. For a quicker fix, **Mama's Kiss** is the café corner, a sweet spot to refuel on specialty coffee with beans by local purveyor Ensambles, matcha, and sweet Italian treats.

The open-air courtyard will be the heart of the hotel, with a calendar of events spanning DJ sets, live bands and stand-up shows by emerging local comedians. Think of Mama as Roma Norte's

living room: a place for locals and hotel guests to gather, connect and feel at ease, with programming ranging from artist showcases to local run club meetups.

Looking ahead, a spectacular rooftop is set to debut in spring 2027, while flexible ateliers for creative workshops, epic celebrations, and a Wellness Studio on the first floor round out Mama's new Mexican home.

Furry Friends Are Always on the Guest List

Mama loves all her babies, including her pets. Embracing Mama's typical dog-friendly approach and Mexico's beloved *perrhijo* culture, Mama Shelter Mexico City welcomes canine companions. Guests can expect considered touches, including water bowls and a welcoming atmosphere where pups are just as much a part of the party as their humans. After all, good times are better when the whole family is invited.

Now's the Time: Opening Offer & Bookings

Be among the first to stay at Mama Shelter Mexico City with the "*Mama Is Getting Ready"* offer, starting at **$149 USD / MXN $2,787 per room, per night**. As Mama settles into her new home in Roma Norte, the offer includes a cocktail at Mama Trattoria and MXN $100 credit to spend at Mama Shop; more surprises still to come. Nightly rates will start from **$250 USD / MXN $4,676**.

Guests who are members of Dis-loyalty, Ennismore's travel and food membership program, can enjoy 50% off their first stay. Find out more at Dis-loyalty.com. For reservations, visit mamashelter.com/mexico/. For more information, visit www.mamashelter.com or follow @mamashelter on social media.

Who loves you, Mexico City? Mama does.

-ENDS-

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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 neighbourhood with a story to tell. No two Mamas 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. ennismore.com