



PRESS RELEASE

For immediate release

Naumi, a Reflection of Style and Personal Luxury

Aptly located in the Central Business District, Naumi is a luxury boutique hotel reflecting a cosmopolitan look with personalised and subtle luxury in vibrant Singapore.

Refurbished from the previous Metropole Hotel now owned and managed by the Hind Group, this intimate hotel is shaped by a progressive design attitude, created by the Group and award-winning Eco-id Architecture and Design. The result – the upscale **Naumi** – the first of Hind’s chain of luxury boutique hotels.

The façade, with its 10-storey grey steel “origami trellis” and flowering creepers mark this urban oasis. Step beyond Naumi’s threshold and be captivated by an open space featuring the Naumi Bar. Here, *Isola* seaters and *Dora* arm chairs from Poltrona Frau amidst sleek table tops by Capellini dominate, but, the vibe is immediately softened by the gentle curve of the origami steel bar counter. The eye is immediately drawn to the “Garden” motif, covering the entire expanse of wall space. Specially commissioned, this 3-layered sculpture features a mirror backing and whimsical flowers, frogs and butterflies cut from mild steel that flank a huge glass sheet. To heighten the senses, this entire “Garden” sculpture exudes changes of colour – from lavender to purple, ocean blue to fuchsia, peach to red, depending on the time of the day. The exclusively customised Ylang Lotus scent, infused into the air conditioning system permeates this space to complete this urban oasis.

The Luxury Suite

Indulge yourself in our exclusive **Luxury Suite**, a spacious 83 square meters in size and only 3 of its kind available.

The spacious living room is adorned with top of the line Italian designer furniture comprising the Poltrona Frau *Don’do Rocking Chair*, a true modern classic featuring a perfect balance of lines and undulations made possible by fine steam-curved solid oak with an aged walnut

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finish. The *Liz B chairs* from Poltrona Frau and Poulson *Collage Pendant Lamps* with their clean and simple lines add to this chic space.

The luxurious bedroom features a King size bed with 6 layers atop the mattress: the Goose Down Topper, Bed Protector, Pillow Bed, Bedsheet, Duvet and Duvet Cover, and the Throw to guarantee a good night's sleep. Slipping into a Naumi bed has never been so delightful – the perfect balm for the travel weary. The designer accent continues with flamboyant Jaime Hayon's sensually shaped *Metalarte Josephine M* bedside table lamps, casting gentle, warm light for a restful ambience.

The white *Voltex* – the most beautiful marble in the world, often specified by top international architects and designers is used throughout the spacious 17 square meter bathroom. Featuring a glass shower stall and a standalone bath, this luxurious space is completed with an exclusive toiletries line the vanity area.

The extended kitchenette with *Carrara Marble* kitchen top is fully equipped. Quality appliances such as the oversized refrigerator, microwave oven, hotplate, *Nespresso* Coffee Maker, Bone Chinaware from *Narumi* and Crystal ware from *Schott Zwiesel*, make extended stays in the **Luxury Suite** ultra comfortable. As do the intelligent and generous storage space specially designed for long staying guests.

For guests who need to work out of their hotel suites, Naumi will not disappoint either. As the first hotel in Singapore to have a complete Cisco Unified Communications System (CUCS) offering a secure communications network, guests at Naumi can have peace of mind when sending and receiving confidential information. The CUCS is also equipped with portable Internet Protocol (IP) enabled phones. Coupled with Wi-Fi connectivity throughout the hotel, guests will enjoy instant access to information such as weather, news, stock quotes and flight schedules at any point within the hotel.

All the conveniences of the 21st century make the **Luxury Suite** your home away from home. The iPod Docking System, 2 separate 50 inch Plasma TV sets, a Bose Home Theatre System and Xbox games or Wii Sports are certain to enhance your stay.

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Naumi says...

Refine your senses ... in one of only 7 of our **Corporate Suites**, ranging from 66 square meters to 70 square meters in size. Enjoy all the finery and modern convenience available in the Luxury Suite but in a more intimate space.

Three's not a crowd ... especially at any one of our **3 Executive 2-Bedroom Suites**, 57 square meters in size. A key feature is a cosy, separate bedroom with ample wardrobe space and a separate bathroom.

Enjoy the outdoors ... in our **Executive Patio Suite**. 72 square meters in size, only 2 of these are available. Exclusive Italian designed fittings and furniture deck the suite. From Artemide *Tavolo* reading and study lamps, to the fiery red Zanotta *Ardea* chair through to the Artemide *Castore Pendant Lamp* in the cosy living room. At the patio, the *Driade Tokyo Pop* monobloc polyethylene armchairs and *Nami* table allows you to enjoy the great outdoors in style.

Experience our best selling suites ... the **Deluxe Suite** – a total of 19 suites that are 52 square meters in size. All the essential modern trappings and comforts make this space perfect for the busy executive.

Naumi says... have fun

Lounge in style at our Rooftop Infinity Pool. Bask stylishly in the sun atop Dedon *Leaf* beach chairs or have snug quiet moments in the *Orbit* daybed. At dusk, relax at the pool bar and take in the best view of Singapore's skyline!

Naumi is proud to be associated with Small Luxury Hotels, a distinguished Global Distribution System partner.

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Notes to editors:

About Naumi Hotel

Naumi Hotel is an urban oasis in the heart of the city that boasts personal luxury. Established in September 2007, the luxury boutique hotel is located in the center of Singapore's business district. It has 40 oversized rooms and suites solely designed with the business traveler in mind and with the finest touches. Priding itself on highly personalized service, the Naumi Aide, a service ambassador equivalent ensures guests are well pampered and every need attended to. With 6 categories of rooms and a dedicated ladies floor, Naumi Hotel is a choice hotel for a smorgasbord of people namely, the jet-setter, uber chic types, corporate bigwigs, small families and even women travelers.

About The Hind Group

The Hind Group has property developments in Hong Kong and Singapore. They own and manage three luxury service apartments, a hotel and a serviced office building in Hong Kong. In 2002, they launched Residences at 338a, a 46-apartment residential property at River Valley Road, in Singapore.

The Hind Group also owns the award-winning Rang Mahal restaurant at the Pan Pacific Singapore Hotel, Pavillion at Resorts World Sentosa and Vansh restaurant at the Singapore Indoor Stadium.

Website: www.hindgroup.com

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Some of Our Awards & Accolades

- The Best Boutique Hotel 2008 - 2011 by Singapore Tatler
- Conde Nast Hot List 2008 : One of The Best Places To Stay In The World
- The Best Boutique Hotel 2010 by Time Out Singapore
- The Best Independent Hotel in Singapore 2009- Voted by Monocle Magazine 2009
- The Best Small Hotel- Singapore by CNBC Asia Pacific Property Awards 2009
- The President's Design of The Year Award 2008/2009
- Singapore Institute of Architects- National Parks Skyrise Greenery Awards 2008