



Press Release

YOO CELEBRATES 15TH ANNIVERSARY

London, 17 September, 2014 - YOO, one of the world's biggest design brands behind some of the most innovative and creative residential and hotel interiors across the globe, is celebrating its 15th anniversary, and with it the expansion of the brand. The YOO offering now also includes hotel development and operation under the **YOO Hotels & Resorts** brand, as well as consumer retail furnishings under the **YOO Home** brand.

Founded in 1999, by international entrepreneur **John Hitchcox** and one of the world's most celebrated designers, **Philippe Starck**, YOO began as a concept to improve the quality of people's lives through great design. Together, Hitchcox and Starck shared a vision to create design-led destinations that had a place-making quality. Most often located in, but not restricted to, high-rise buildings or 'vertical villages', YOO developments bring together like-minded individuals through the commonality of design. The thoughtfully designed amenities and facilities in these developments aim to draw dwellers out of their individual homes, and encourage the coming together of communities.

YOO has developed an offering that creates extraordinary and inspiring living spaces that are unrivalled in the property industry, working with the world's most visionary developers and designers including **Philippe Starck**, **Marcel Wanders**, **Jade Jagger**, **Kelly Hoppen** and **Steve Leung**, as well as its own **YOO Studio**.

Over the last 15 years, YOO has become one of the fastest growing, truly global design brands, with over 75 landmark residential, hotel and leisure projects in 53 cities and 33 countries, throughout Asia, Africa, Australia, Europe, North and South America and the Middle East.

Upon YOO's 15th anniversary, Philippe Starck said:

"YOO's 15 years of global success shows that honesty is the only vision. Preferring to help friends have a better life, inventing a concept on behalf of others' creativity. Imaging, creating and establishing a company that would avoid costly and regrettable mistakes for homes: in this success, everything indicates that the creator, designer and contractor must serve the common good and happiness. Yoo is a perfect example."

John Hitchcox said:

"15 years ago branded living was a little known concept. Now it is a model that is at the forefront of the property industry. Knowing that YOO was one of the first trailblazers of this movement is something I am exceptionally proud of .Our founding vision for YOO was to provide more attainable access to magnificent living spaces that enrich lives and bring together like-minded people. This is embodied in the concept of vertical living, where beautiful residential spaces are set within high-rise buildings transforming neighbours from strangers into friends through exceptional communal areas and amenities – like a modern day village green. It's been exceptionally rewarding to see that these values have succeed globally in bringing people together. I look forward to the next 15 years!"



YOO was one of the first to introduce branded residences to the international market and continues to bring an innovative and imaginative approach to designing branded developments. With such a global reach, developers come to YOO for its 'Design Global, Think Local' approach to design. Each project bears the hallmarks of a design team that responds to the local culture, incorporating shared amenities to encourage interaction and foster urban communities, whilst delivering the very best in contemporary design.

Recently completed residential projects include **YOO Panama** in Panama City and **Barkli Virgin House** in Moscow, with **YOO Berlin** due for completion later this year. Recently launched projects include **YOO Montreal** and **The Atria** in Dubai, whilst those due to launch later this year include **Leontievsky Mys** in St Petersburg, **Metropica** in Miami and **Lodha Estrella** in Mumbai, among others.

In 2013, YOO established **YOO Hotels & Resorts**, enabling the brand to handcraft an entirely inimitable guest experience through seamless design and impeccable service that is integrated into the very fabric of its hotels. YOO Hotels & Resorts is a unique collection of individually designed places in the most sought-after locations around the world. Bespoke design, exceptional quality, and a flawless service ethos designed for the modern world citizen come together to create YOO's signature Human Luxury™.

From Europe to South America, Asia, and beyond, YOO Hotels & Resorts has introduced rare and unforgettable experiences infused with the YOO philosophy, designed to surprise and delight even the most jaded traveller. YOO Hotels & Resorts includes the **Mira Moon Hotel** and iconic **J Plus by YOO** in Hong Kong, the **Sans Souci Hotel & Residences** in Vienna and **Evolutee Hotel** in Obidos, Portugal. The growing portfolio will continue to expand with the launch of **Aqua Boracay by YOO**, situated on the idyllic Philippines islands, and **Botafoga**, Brazil (YOO2), with imminent openings in China, Indonesia, Costa Rica, the Cotswolds, Thailand and Tuscany.

In June 2014, YOO launched its new consumer retail furnishings collection, **YOO Home**, bringing YOO's culture-defining business expertise to the retail market for the first time. The YOO Home collection is available within a dedicated 4,000 sq ft space at the iconic London store, Harrods. Original furniture pieces designed for YOO Home by the in-house YOO Studio design team sit alongside a curated selection of exclusive pieces from celebrated design houses including Boffi, Cappellini, Cassina, Droog, Flos, Moooi and Poltrona Frau, as well as show stopping pieces from 'Best of British' designers - Jon Male, Bethan Gray and Sean Dare. YOO Home's debut collection, which comprises over 180 diverse co-branded products for all areas of the home – living, dining and sleeping – will be refreshed seasonally to introduce new and exclusive pieces.

The recently launched **Vertical Living – Interior Experiences by YOO** book, which is the latest addition to the range of YOO authored publications, provides an insight into the extraordinary world of 'vertical villages' and how they are redefining city living. Published by Thames & Hudson, the book is available now at all good bookstores.

John Hitchcox, co-founder of YOO, said:

"The expansion of the YOO brand sees us move into a broader lifestyle arena. Through our design we have always, catered for those who are seeking timeless living spaces, intelligent design and world-class amenities, but now with the addition of YOO Hotels and YOO Home we are able to bring this to a much wider audience."

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Notes to Editors

About YOO

YOO was co-founded in 1999 by international property entrepreneur John Hitchcox, and world-renowned designer Philippe Starck. YOO is a thoroughly international lifestyle brand and one of the world's most imaginative design, development and branding companies, behind some of the most extraordinary and innovative residential, hotel and leisure developments, as well as consumer retail furnishings, that improve people's lives through original design.

The mission of the YOO Studio and Creative Directors Philippe Starck, Marcel Wanders, Jade Jagger, Kelly Hoppen and Steve Leung is to design spaces that enable like-minded individuals to live, work and play better. YOO's experience spans 75 projects in 32 countries and 54 cities, throughout Asia, Africa, Australia, Europe, North and South America and the Middle East - the only continent YOO has not operated in is Antarctica!

Headed by Head of Design Mark Davison and Design Director Mathew Dalby, YOO Studio's experience is enhanced by its diversity of over 20 architects, interior and product designers with big imaginations, providing a choice of looks and styles to suit the lifestyles of today's modern dwellers.

www.yoo.com

www.homebyyoo.com

www.yoohotels.com