



**MEDIA RELEASE**  
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**OVOLO LANEWAYS INVITES GUESTS TO IMMERSE THEMSELVES IN QUINTESSENTIAL MELBOURNE STYLE IN THE SHINY NEW PENTHOUSE AND TERRACE SUITES**  
*There's something happening here*

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Leading Hong-Kong lifestyle hotel brand, Ovolo Hotels is thrilled to unveil three sensational new suites at Melbourne's Ovolo Laneways.

Inspired by the city's eclectic sub-cultures, unique boutiques and creative surrounds, the one-off Penthouse and Terrace Suites provide guests with seamlessly designed living and party spaces rich in artsy character, dynamic technology, and all the smart, playful features needed to express themselves fully in a personified Melbourne setting.

Made to create fresh travel stories worth sharing, the suites at Ovolo Laneways have been cleverly fitted out with a selection of original room features, artwork and all-inclusive services. Young-at-heart executives can unlock the complimentary 'loot safe' for a tippie of choice to sip from their private Jacuzzi while overlooking the city, or rack up high scores on the Pinball Machine in the Penthouse Suite. If entertaining is your thing, this Suite provides a portable bar trolley decked out with mixers and shakers to whip up your favourite cocktails from complimentary bottles of spirits. Those wanting to really unwind will discover a range of luxury spa amenities available to create their own personal day spa.

In the new Terrace Suites, guests can enjoy relaxing nights with spectacular city views from their private balcony, and cleverly-appointed living and dining rooms set amongst bespoke artwork that reference the iconic Melbourne laneways below. Active leisure-seekers will be delighted to find an ensuite punching bag for a fun burst of fitness or a workout with friends.

New suites furthermore feature 7.1 surround sound systems and Apple TV with personalised movie and music playlists, alongside free popcorn and candy bars, bringing private club and cinema experiences to the buzzy heart of Melbourne's central business district. In consultation with the Ovolo Laneways' team, suites can be further personalised to create the perfect environment from birthday celebrations, buck's parties, intimate cocktail parties, product launches or city stay-cations with a real sense of cool.

Both Terrace Suites include two-bedrooms, en-suite, second bathroom, spacious lounge and dining areas, three flat-screen TVs, state-of-the-art sound systems and private balconies to watch the sunset while enjoying complimentary drinks from the in-suite bar. Known for their signature all-inclusive service concept, all Ovolo Hotel guests receive free daily replenished in-room bar and snacks, breakfast, happy

hour in the Lo Lounge, access to a Nintendo Wii and games, Apple TV and Wi-Fi as a complimentary part of their stay.

Led by prominent international design practice HASSELL, the vision behind the new look for Ovolo Laneways was to evoke feelings of continuous discovery for guests during their stay in this quintessential Melbourne hotel. The hotel transformation pays homage to its laneway neighbourhood, from the theatric concierge style reception to moody corridors showcasing inspiring local artwork and brightly coloured doors that accentuate the individual characters of the suites.

To represent Melbourne's diversity throughout the hotel, Ovolo collaborated with talented local designers and artists, including Loom Rugs, Luke Furniture, Jardan Furniture and Great Dane Furniture to bring colour to the bespoke suites.

Ovolo also commissioned Melbourne artist Brett Coelho to design a signature pendant light to feature in the Penthouse Suite. Brett works with found materials and objects to produce unique and beautiful pieces with an industrial yet playful edge that harmoniously complements Ovolo Laneways aesthetic.

Chief Operating Officer of Ovolo Group Dirk Dalichau said the evolving direction of Ovolo Laneways was testament to the Group's offering, providing stylish and effortless living throughout their collection of lifestyle properties.

"Ovolo Laneways is full of surprises and hidden treasures, just like Melbourne. We worked with HASSELL to capture the city's rich character and Ovolo Hotels' heritage through the design of each unique suite," said Mr Dalichau.

Principal Designer at HASSELL Susan Standing said the finished product caters to Ovolo Hotel's desire for an urban lifestyle through effortless, uncluttered living where character of materials and construction details are celebrated.

"Our vision for the hotel, together with our client, is for it to be an extension of its urban setting, offering guests an immersive experience that is truly reflective of the Melbourne lifestyle. We've achieved this with the colour palettes and distinct furnishings in each suite," said Ms Standing.

Ovolo Laneways was the first international property to be acquired by Hong Kong brand Ovolo Group in 2012. The 43-room boutique hotel is situated within the heart of the CBD, near the theatre district, boutique shopping precincts, an abundance of renowned eateries and bars and iconic Melbourne laneways. Ovolo Laneways was voted Australasia's Best City Boutique Hotel at the 2014 World Boutique Hotel Awards and is located at 19 Little Bourke Street, Melbourne.

Ovolo Group recently bolstered their Australian presence with the purchase of BLUE Sydney and 1888 Hotel alongside the acquisition of Oaks on Lonsdale, Melbourne. Upgrades are planned for both Sydney hotels to inject Ovolo Group's unique style before undergoing a rebrand in the second half of 2015.

To celebrate the new suites, Ovolo Laneways is offering 25% off when you book a stay between March 2015 and July 2015, terms and conditions apply. For more information please visit: [www.ovolohotels.com](http://www.ovolohotels.com)

## **ENDS**

### **About Ovolo Hotels**

Founded by Girish Jhunjhnuwala in 2002, Ovolo has become one of Hong Kong's larger independent hotel and serviced apartment operators in little over a decade by providing business and leisure guests with the best in effortless living. The company keeps in touch with the modern traveller through award-winning interior designs, detail-driven comforts, focused all-inclusive services and cutting-edge en-suite technology, all done in a signature style. A proud Hong Kong brand, Ovolo remains a family owned and privately operated business with a charitable core. The company now runs seven branded hotels and serviced apartment properties in Hong Kong, one hotel in Melbourne, and three recent hotel acquisitions in Australia. With upcoming projects in Australia and others being considered across Asia, Ovolo is now taking the brand to a larger, international audience and giving more shiny happy people a chance to enjoy their bright rooms and bright ideas.

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