

MEDIA RELEASE
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OVOLO WOOLLOOMOOLOO COLLABORATES WITH ESTEEMED AUSTRALIAN FASHION LABEL FOR THE ULTIMATE FASHION EXPERIENCE

Ovolo Hotels takes a new direction with the Mercedes-Benz Fashion Week Australia partnership

Sydney, Australia —The boutique hotel collection behind two of Australia's top-rated hotels* further cements itself in the global fashion arena, continuing to build its already flourishing partnership with **Mercedes-Benz Fashion Week Australia (MBFWA)** as **Ovolo Woolloomooloo** and **1888** are set to host Australian and International designers, editors, buyers and fashion icons from **Sunday 13 May**.

Joining Ovolo Woolloomooloo for MBFWA '18 is the esteemed Australian fashion label, **C/MEO Collective** with the INXS Suite transforming into the ultimate fashion experience. Coming to life through the creative collaboration of C/MEO Head Designer, Siham Elmawey, and Ovolo Hotels, the Fashion Suite will harmoniously blend Siham's experimental design vision with Ovolo's breathtakingly unique and cheeky approach, providing guests with a completely immersive fashion and design experience like no other.

"This is an incredible opportunity for C/MEO to further showcase our design aesthetic to Ovolo and MBFWA guests, building on our vision to dictate future taste," says Siham Elmawey.

"The Fashion Suite has allowed us to extend our Resort 18/19 collection beyond the runway and into an innovative liveable space."

The introduction of a designer collaboration for suite fittings and design is a new and exciting frontier for Ovolo Hotels, with Director of Marketing Stephen Howard, looking to the future to see how else these creative partnerships can come to life in Australia.

"It's an exciting space for a hotel to be operating in, and genuinely aligns us with the illustrious and ever-growing fashion industry," says Howard.

"As the official hotel partner for MBFWA, we are thrilled to see this relationship grow in support of our Australian designers, and showcase their incredible talents to a global market. It is important that we continue to build our creative collaborations as we aim to provide ongoing curated experiences for our guests."

With the Fashion Suite pop-up available for bookings from 13 May – 13 June, the MBFWA celebrations needn't stop on closing night, with bookings available direct through www.ovolohotels.com.au/ovolowoolloomooloo/offers. Guests who book in the suite will also receive Ovolo Hotels + C/MEO Collective fashion treats as well as the Ovolo brand signature FREEBIES including FREE WIFI, Breakfast, Happy Hour and Mini-bar.

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*Ovolo Woolloomooloo & Ovolo 1888 Darling Harbour were respectively awarded #2 and #6 hotel in all of Australia by TripAdvisor's Travellers Choice Awards 2017, and currently ranked #1 and #2 in Sydney

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About Ovolo Hotels

Ovolo Hotels is an independent hospitality company that owns and operates a collection of individually designed hotels. Founded in 2002, the company now runs four hotels in Hong Kong, and six hotels across Sydney, Melbourne, Brisbane, and Canberra. Ovolo has also recently launched a new brand Mojo Nomad, in Aberdeen Harbour Hong Kong. Mojo Nomad is a cohabitation concept for

C/MEO COLLECTIVE®



global nomads that combines travel, lifestyle and community at its core and will be entering the Australian market in the near future.