



## **MEDIA RELEASE**

**10 September 2020**

### **INTRODUCING OVOLO SOUTH YARRA**

- Blending past, present and progressive, a place where retro chic and pop-art meet.

Ovolo Group continues its expansion with the announcement of Ovolo South Yarra. The latest addition to its collection of ever-growing hotels is located right near the famed intersection of Toorak Road and Chapel Street in Melbourne's cultural hub of South Yarra.

Blending past, present, and progressive, a place where retro chic and pop-art meet. Taking design cues from the days of disco, rock gods and 70's glamour - all mods and zero cons.

At the heart of the 123 rooms and suites is Ovolo's 'effortless living' philosophy, experienced through seamless technology integration and intuitive design. Each room will infuse retro-plush, with accents of chrome and colour, including four Rockstar suites all named after the era's most iconic, lyrical lovers. They display an injection of energy through custom bold graphic wallpapers that jump off the walls, feature bespoke joinery pieces and plush pattern heavy furnishings.

Director & Designer of Luchetti Krelle, Rachel Luchetti said Ovolo South Yarra is a mix of 'mod' and 'retrofuturism'.

"Retrofuturism explores the themes of tension between past and future and the nostalgia of those eras is appropriated with integrated modern art installations and collaborations with local and international artists."

Guests and diners will be able to feed their souls at a unique Ovolo kitchen & bar concept, which will be inspired by fresh and locally sourced produce, ethical eating, and conscious cuisine. Alongside, seasonal cocktails and wines sourced from some of Australia's most progressive producers will also feature.

Commenting on the new hotel development, Founder & CEO of Ovolo Group, Girish Jhunjhnuwala said it will be anything but under-the-radar!

"Ovolo South Yarra will set the scene for an extraordinary hotel experience embodying Ovolo's philosophy of connecting with its customers emotionally and will complement the local cultural scene through its art, design and unique restaurant concept," he said. "We are excited to see this hotel come to life alongside our other development in Bali, Mamaka By Ovolo."

Ovolo South Yarra is in the heart of South Yarra, a cosmopolitan corner of Melbourne. It has always had a reputation for setting trends as a cultural hub of food, art and fashion – it will be the ultimate place for stepping out in style and living life as it should be.

Ovolo South Yarra is located at 230 Toorak Road, South Yarra and will launch in the 1<sup>st</sup> quarter of 2021.

**-ENDS-**

**IMAGERY [HERE](#).**

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### **About Ovolo Group:**

The Ovolo Group was founded by entrepreneur Girish Jhunjhnuwala and first entered the real estate market in 2002; then further expanded into the hotel industry in 2010. Ovolo Hotels quickly became one of Hong Kong and Australia's most dynamic independent owner operated hospitality firms by providing guests with the best in effortless living across hotels and food and beverage outlets.

A collection of contemporary hotels that keep you connected to the little luxuries you love, all effortlessly included. The company prides itself on being in touch with the modern traveller through award-winning interior designs, detail-driven comforts, complimentary value-added services like the mini bar, breakfast, Wi-Fi, and more, and cutting-edge technology - all done in signature Ovolo style. At the 2019 HM Awards, Ovolo Hotels were acknowledged for Hotel and Accommodation Excellence, receiving the accolade "Hotel Brand of the Year".

A proud Hong Kong brand, Ovolo Group remains a family-owned and privately-operated business operating four hotels and three restaurants in Hong Kong, and seven hotels and five restaurants across Australia in Sydney, Melbourne, Canberra and Brisbane. Ovolo is also developing a new hotel in Melbourne, Australia Ovolo South Yarra.

Ovolo also has the By Ovolo Collective within its portfolio of hotels, a distinctive collection of four hotels each one unique, each one special, the more guests explore, the more they'll find. These include Nishi Apartments in Canberra Australia, Mojo Nomad Aberdeen Harbour in Hong Kong, The Sheung Wan Hong Kong, and Mamaka Kuta Beach Bali Indonesia launching late 2020.