

# B

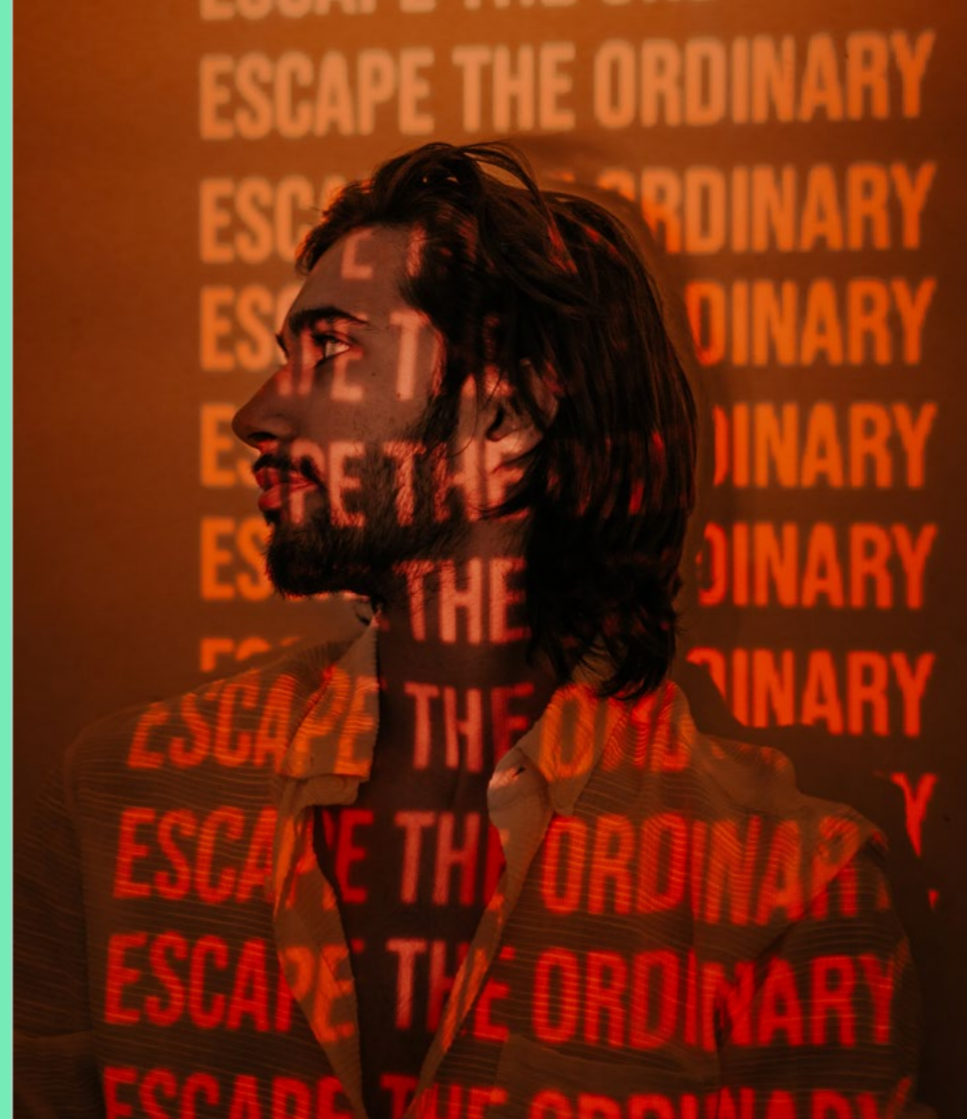
## HOUSE OF BEATS



UPSCALE  
LIFESTYLE

ENERGIZED BY THE

# Beat



## Brand Pillars

- › Fashion
- › Pop & streetart
- › Music
- › Local Talents / Heroes

CONNECTED | ENERGETIC | OPTIMISTIC | COURAGEOUS



Unique by its local approach, united by an authentic and holistic lifestyle, House of Beats draws on the local fashion, music, pop & streetart and cultural scene. House of Beats is an innovative lifestyle brand with a profitable, flexible and unique concept. It is based our three brand pillars music, fashion and arts.

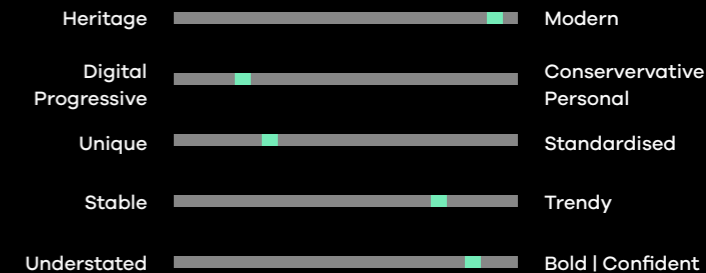


# WE SET THE Stage

House of Beats combines high quality products and service with a lifestyle attitude and an elevated brand experience. With its core values connect – energetic – optimistic – courageous House of Beats stands for an upscale environment and urban flair inspiring young guests from all over the world as well as locals to share experiences and to meet friends in a vibrant atmosphere.



## BRAND BAROMETER



A large black silhouette of a person with their arms raised in a 'V' shape, set against a white background. Below it, the silhouettes of other people are visible, suggesting a club or dance floor atmosphere.

# alive



Music is a common thread running through the look and feel of the House of Beats brand - urban, positively surprising, welcoming, offering an upscale environment as well as a vibrant atmosphere while encouraging guests to share experiences and spaces with foreigners and friends equally. Approaching a young, open-minded, curious, creative, and culturally interested target group that likes to travel and enjoys small adventures. House of Beats Hotels invite guests from all over the world to dive into the real life and to find what the local community has to share. The stage for the joy of life.



## FACTS & FIGURES



Location:  
Vibrant urban locations,  
City and Beach



Positioning:  
Upscale | Lifestyle



Contract:  
Lease or Management



Outstanding  
food experience



Pop & streetart



Fashion catwalk



Live acts on stage



Social Media  
Community

### House of Beats

Contact: Business Development

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Coming soon in  
hotspot cities like:

Milan

Paris

Madrid

Hamburg

Berlin

Prague

[MORE INFORMATION](#)

## CONNECTED | ENERGETIC | OPTIMISTIC | COURAGEOUS

Number of rooms 100+

Room size 22 sqm

Gross area per room 35 sqm

FF&E cost per key EUR 21 k

Conference space Multifunctional concept & Coworking,  
subject to market

Restaurants and bars 1 outlet (THE BEAST), Rooftopbar

Wellbeing/relaxercise 200+ sqm



SUSTAINABLE & FAIR

Our sustainability concept is based on a permanent optimisation and improvement in all areas, selected partnerships with certified partners and resource-saving action.



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