



RUBENSTEIN PUBLIC RELATIONS, INC.

NOBU



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Nobu and Missoni

By Ondine Cohane

I am always interested to hear about luxury brands that have made big names for themselves in a particular market making the jump to hotels--think **Bulgari** and **Ferragamo**. Now two more are taking the leap.

The Nobu group, whose sushi restaurants are considered some of the world's best--with outposts in London, New York, and Milan--just announced that it is opening a hospitality division, with two properties being designed by **David Rockwell** already in the pipeline. The first will be unveiled in Herzliya Marina, billed as the Riviera of Israel's Mediterranean coastline and just minutes from Tel Aviv, with 225 rooms and residences with sea views, private cabanas, and a members club (as well as a Nobu restaurant, of course). The second is planned for Lower Manhattan. Nobu Matsuhisa says that he was inspired by, "the traditional Japanese inn, or *ryokan*, which combines the impeccable attention to detail characteristic of Japanese hospitality with modern amenities and sophisticated luxuries." With partners like Robert de Niro, the group isn't aiming small: It is developing properties throughout Europe, Asia, the Middle East, Africa, North America, and South America.

I have also heard that **Missoni** (in conjunction with the **Rezidor** hotel group) is opening its first hotel in Edinburgh next year on the city's famous Royal Mile. The property will have 136 bedrooms and a signature bar and restaurant, but what I really want to know is if the women on staff will get to wear the clingy vintage Missoni dresses I covet. The second property (with 200 bedrooms) is in the works for Kuwait City on the waterfront of the Symphony Complex with views of the Arabian Gulf. Like Nobu, the group is thinking large scale; it says its future expansion will encompass 30 hotels opening or being developed in the next ten years throughout Europe, Asia, the Americas, and the Middle East.