

BVLGARI

HOTEL MOSCOW



AGREEMENT SIGNED FOR A BULGARI HOTEL IN MOSCOW

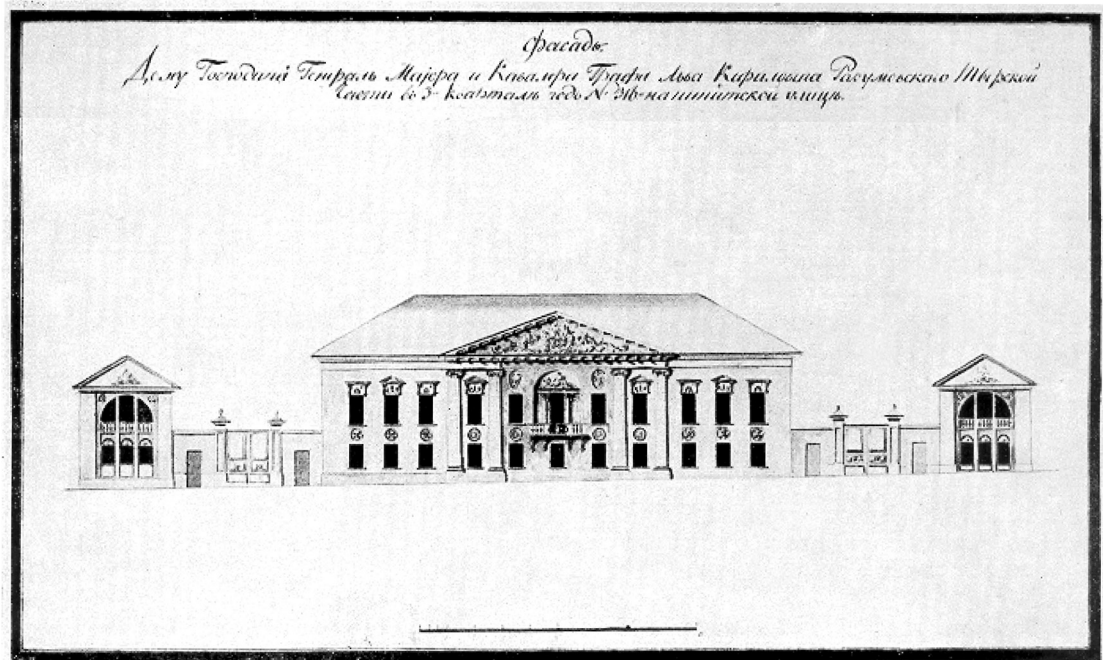
The Bulgari Hotel, Developed by Storm Properties,
Marks Luxury Hotel Group's Debut in Russia
Hotel to be Located on Sredniy Kislovskiy

Moscow, May 25, 2016 – Bulgari Hotels and Resorts signed an agreement today with Russian investor Alexey Bogachev to bring the luxury hospitality brand to Moscow. Moscow-based real estate development company Storm Properties is developer of the project. Plans for the Bulgari Hotel in Moscow have been announced, and it is expected to open in 2019. It will stand as the world's seventh Bulgari Hotel, following the opening of Milan in 2004, Bali in 2006, London in 2012, and the Shanghai, Beijing and Dubai Hotels anticipated for 2017.

The agreement was signed in the presence of Alexey Bogachev, investor of the project, and Jean-Christophe Babin, Chief Executive Officer of Bulgari Group, in Moscow.

The Hotel will be located in a prestigious luxury area, just 300 meters from the city's landmarks such as the historic Kremlin and the Red Square. As well, it will be adjacent to the Moscow State Conservatory P. I. Tchaikovsky, one of the most important music universities in the world.

The Hotel will comprise 65 rooms and suites, including an extraordinary 300-square meter Bulgari Suite with a unique 600-square meter rooftop terrace and will offer magnificent views of the Moscow rooftops and of the Kremlin. A full range of luxury facilities, such as the signature Bulgari restaurant and bar and a 1600 square meter Spa with 25 meter swimming pool, will be at the disposal of the hotel guests and residents.



THE BUILDING ON NIKITSKAYA UL. IN 1775

The hotel building is part of a full block development between Bolshaya Nikitskaya and Sredniy Kislovskiy, which will comprise luxury residences and townhouses as well.

The Bulgari Hotel in Moscow has been designed by the Italian architectural firm Antonio Citterio Patricia Viel and Partners in collaboration with ATRIUM, a renowned Russian architectural bureau with more than 20 years of experience. It is planned to offer a mix of traditional and contemporary themes, and juxtapose new and conventional architecture through the conservative restoration and harmonization of variously dated façades, thereby aptly reflecting the design and style of the surrounding area. The internal building will be totally renovated to incorporate the highest standards of luxury facilities and offer the contemporary style and outstanding service and design for which the Bulgari Hotels are famous. The internal courtyard inspired by the traditional patios of the Italian Renaissance Palaces will offer the hotel guests an exclusive outdoor living space during the warm season.

The former residence of a noble family, and later home to the musicians from the Conservatory P. I. Tchaikovsky, the Bulgari Hotel will convey Bulgari's core aesthetic values of contemporary design, magnificent craftsmanship and artistic detail.



BULGARI HOTEL ENTRANCE ON SR. KISLOVSKY



BAR AND RESTAURANT ENTRANCE ON NIKITSKAYA

Commenting on the announcement, the investor of the project Alexey Bogachev said: *“I am very excited about the opportunity to cooperate with Bulgari Hotels and Resorts, which is the world’s synonymous of outstanding quality and sophisticated taste among the most exacting clients. The combination of Bulgari Hotel and the residences will create a new level of quality for the Moscow market.”*

Bulgari’s CEO Jean-Christophe Babin said: *“We are extremely proud to be able to announce the Bulgari Hotel in Moscow, as it will be another important step for the Bulgari Hotels & Resorts project. Of course, it also is a precious occasion of visibility in such a strategic market for luxury goods, and follows the opening of the Bulgari flagship store in Petrovka. There is a reason these two industry areas (jewellery and hotels) combine perfectly: Bulgari’s clients expect a high level of service they can get not only in the brand stores, but also when staying in an extraordinary location with luxury services, in an environment that reflects the Bulgari spirit. In addition, the partnership on this extremely exciting project is with Storm Properties, a leading company in the real-estate field in Russia, and will ensure once again the highest levels of quality and innovation.”*

Antonio Citterio said: *“The reconstruction of a whole block in Moscow’s historic centre is an operation of great cultural and economic value to the city. The project will consist of the conservative restoration, the harmonization of variously dated façades, the renovation of the internal buildings and the valorisation of the splendid internal courtyard.”*



About

BULGARI HOTELS AND RESORTS

The Bulgari Hotels and Resorts collection is characterised by stunning locations that harmonise with their surrounding area, contemporary design by the architectural firm Antonio Citterio Patricia Viel and Partners, and firmly superior service. Bulgari is proud that each location's details are a tribute to absolute luxury: from the research of rare, precious and lavish materials, to unique facilities and personalized services, to the delicacies of its Restaurants to the exclusivity of its Spa treatments.

About

STORM PROPERTIES

Storm Properties, founded in 2005, is one of the leading real estate developers of Moscow combining an international team with an unrivalled knowledge of the Russian market. Specializing in all aspects of real estate development, investment and asset management, Storm Properties is committed to delivering returns for its investment and development partners through maintaining the highest standards across its diverse service portfolio.

Storm properties has successfully overseen the development of over 1 mln sq m of property across various classes and have won a number of prestigious real estate industry awards. Storm Properties is the first Russian developer certified in accordance with the international standards for quality management systems ISO 9001:2008. In 2014 Storm Properties became a member of the Green Building Council (RuGBC). For more information please visit: www.storm.ru.

About ATRIUM

ATRIUM studio founded by Anton Nadtochiy and Vera Butko is an architectural company with more than 20 years of experience, which allows it to meet the challenges of any scale: from creation of individual design objects to performing the functions of the general designer, from design of interiors and landscapes - to urban development projects.

Under the leadership of the ATRIUM studio many different projects in collaboration with foreign companies were created and designed - in particular, MVRDV, MAXWAN, Atelier Pro, KCAP Architects and Planners, LAP Landscape & Urban Design (The Netherlands), WERNER SOBEK Engineering & Design, yoo design by Starck and others.

About ANTONIO CITTERIO PATRICIA VIEL AND PARTNERS

Antonio Citterio Patricia Viel and Partners is an internationally famous Italian architectural firm which has handled the architectural and interior design aspects of all the Bulgari Hotels worldwide including, the Bulgari Resort and Residences Dubai. Their close attention to the smallest detail has helped translate the luxury vision of the Bulgari brand into a physical place.

Antonio Citterio currently works in the industrial design sector with Italian and foreign companies. In 1987 and in 1994 Antonio Citterio was awarded the Compasso d'Oro-ADI. Since 2006 he has been full professor of Architectural Design at the Mendrisio Academy of Architecture, Switzerland). In 2008 he was honoured by the Royal Society for the Encouragement of Arts, Manufactures & Commerce of London, which gave him the title of Royal Designer for Industry.

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