



## **Shaza Hotels Announce the Signature of their First Mysk Property in Kuwait** *Food, fashion, trend and innovation under one roof*

Shaza Hotels, the brand that captures the spirit of generosity, luxury, and refinement of the Middle East, has announced the signing of its first Mysk Hotel in Kuwait. The new property, situated opposite the Messilah beach district on the south coast of Kuwait City, and which is already under construction, will welcome guests at the beginning of 2020, inviting them to experience a new fragrance to upscale hotels.

The hotel stays true to the Mysk promise by designing a trendy destination combining urbanity with traditional Arabian hospitality. The Mysk brand puts people at its heart and soul to curate spaces where food, fashion and innovation come together.

“Al-Yousifi group is thrilled to be an active player shaping the new face of the Kuwait hospitality market. It’s a promising and very dynamic sector at the moment, with several new developments in the works. We are very confident that Mysk Hotel in Kuwait will set itself apart from the crowd by emphasising bold design, innovative marketing, social influence and world-class hospitality,” said Dr. Adel Al-Yousifi, the owner of the hotel.

Mysk Hotel in Kuwait will exhibit surprising interiors filled with character to create a destination imbued with flair. The property’s launch will coincide with a social media campaign to attract locals and visitors wanting to experience a new, stylish and cheerful venue in the city. The most renowned influencers and fashionistas in the GCC hail from Kuwait, and the hotel aims at becoming their venue of choice.

A mere 15 minutes from the airport and boasting magnificent sea views, the 200-room hotel also hosts meeting and banqueting space to cater for conferences, exhibitions and weddings. In an ideal location away from the hustle and bustle of downtown Kuwait, this is the best destination for the corporate market, the staycationers, and the local community alike.

Simon Coombs, President and CEO of Shaza Hotels, commented: “The Mysk Hotel in Kuwait is going to add flair to the Kuwaiti hospitality scene. Our emphasis on fashion, social media and food will craft a bold new destination which we hope will become the favourite hangout for the elegant and sophisticated Kuwaitis. At the same time, we’re curating meeting and banqueting spaces for our public sector and corporate clients. The aim is to offer a space where new ideas and connections flow - a space that belongs to everyone, be they corporate clients or young fashion enthusiasts”.

Mysk is Shaza Hotels’ new upscale brand; a theatre where the modern Arabian lifestyle is staged in a refined setting, while staying true to Shaza Hotels’ identity that prides itself on celebrating the Middle Eastern tradition of hospitality.



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**About Shaza Hotels:**

Shaza hotels epitomize the elegance and luxuriousness of Eastern culture and hospitality. Shaza Hotels celebrates the past in a present-day setting with tradition being a significant part of the company's essence. Shaza prides itself on its distinctive brand of innovation in hospitality and commits itself to sharing and offering its guests an experience that is both memorable and impactful. Shaza is also a member of the Global Hotel Alliance – the largest alliance of independent five-star hotels, and is the first international five-star luxury hotel brand to draw its inspiration and character entirely from the cultures of the Silk Route.

**About Mysk Hotels:**

Mysk by Shaza is a bold and friendly theatre of life that puts the spotlight on the ever-evolving Arabian lifestyle. Mysk by Shaza is an upscale brand, created by Shaza Hotels. It is part of the Global Hotel Alliance, which offers the DISCOVERY Loyalty programme for more than 10 million members, across 35 brands, and encompassing over 550 upscale and luxury hotels with 110,000 rooms across 76 different countries.