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凯世酒店集团首席执行官



While local companies are working to establish their own brands, some foreign players are also launching boutique hotels with a fashionable, Asian flair, giving developers with a global mindset more options than ever before.

当国际酒店品牌充斥着国内市场时，一些本土企业也在尝试自创酒店品牌，而国外的酒店业精英和创意人士也在打造具有国际背景和时尚创新意识，同时又扎根亚洲的精品酒店品牌，为有国际视野的开发商提供了一个全新的最佳的选择。

The former JIA boutique hotel located on West Nanjing Road is currently undergoing an interior redesign and rebranding, opening this autumn as the Cachet Boutique. “Cachet Hotel Group will turn the Cachet Boutique hotel into the hottest destination of Shanghai and will transform the third floor into a mecca for entertainment, restaurants and nightlife,” says Alexander Mirza, CEO of Cachet Hotel Group (CHG).

Founded in May 2013, CHG already boasts a rich talent pool and a management team with significant hospitality experience. The company announced in February that it had acquired full ownership of JIA. Under the direction of New York City fashion-designer-turned-interior-designer Jay Godfrey Cachet Boutique will join award-winning eco-boutique URBN Hotel, NANO and r.hotel under the CHG brand portfolio.

Headquartered in Shanghai, CHG also has offices in Bangkok and aims to disrupt the hospitality industry by bringing an innovative, luxurious and individualised experience to greater China and Southeast Asia. Co-founder Robert Roche and CEO Alexander Mirza both have a rich history of hotel experience in Asia, while Chief Creative Officer and star chef David Laris already has an established profile in the city – he launched his namesake restaurant at Three on the Bund in 2003 before launching a series of new concept restaurants in Shanghai, including 12 Chairs, The Fat Olive, Downstairs and Le Sheng.

The Cachet Boutique hotel on Nanjing Road will attract customers aged 30 to 55 who come from entertainment, fashion and technology industries and seek a new personalised experience that matches their lifestyle and personality – this differentiation will make the hotel stand out among its peers.

“We define our brands very differently. Our brands are based on customer insights about behaviour and psychography. For example, Vogue is our ultra

位于南京西路的精品设计酒店JIA目前正在内部整修并将在今年秋季脱胎换骨，成为Cachet精品酒店，“Cachet酒店集团会将它变为一个集娱乐、时尚和餐饮为一体的特色酒店。原来位于三楼的接待区将转换为非常时髦的休息厅，而一楼将化身画廊”，凯世酒店集团CEO Alexander Mirza介绍说。

成立于2013年5月的凯世酒店集团，拥有经验丰富的各类专业人才，管理层人员在酒店管理领域的经验相加逾70年，所以，成立不足一年，成员从两个创始人发展到现在的45人。今年2月，凯世便宣布全资收购JIA酒店。品牌专属设计合伙人也是纽约著名设计师Jay Godfrey。变身后的JIA将改名为凯世精品酒店，成为凯世旗下的奢华酒店品牌，与深受赞誉的环保精品酒店雅悦也同属麾下。

凯世总部位于上海，并在曼谷设立区域办公室。目前它的目标是把创新、奢华和个性化的体验注入大中华区和东南亚市场。它的团队是创意聚集的核心：创始人之一的Robert Roche，是成功企业家，在中国和日本有近30年的生活和从商经历；CEO Alexander Mirza在酒店开发和旅游管理咨询方面有20多年的经验，在喜达屋任职期间主导W酒店和威斯汀酒店品牌的创新和战略制定；而首席创意官、明星大厨David Laris早在2003年开创了外滩三号的陆唯轩餐厅时，就已被上海滩熟知，之后他又在上海开设了一系列创新概念餐厅，包括小型私人餐厅12 Chairs、胖橄榄、Downstairs和乐笙餐厅。而Jay Godfrey因其时尚、性感且精致的设计风格成为凯世的设计合伙人，主管室内设计——每个人在发挥特长的同时也因为一致的目标而形成了强有力的品牌竞争力。

“凯世业务涵盖房地产开发、酒店、餐饮、夜生活和最具革新性的数字平台。目前市场有30%的预定都发生在移动数字平台上，我们将集合网站和app应用，为乐于奢享的旅行者提供最有活力的出行选择。用户可以单独预定某一个餐厅，也可以安排整套行程。” Mirza这样介绍这一创新的有机整体服务。

凯世旗下共有五个品牌：高端奢华的Cachet，注重环保的雅悦，引领生活风潮的r.hotel，奉行极简主义的Nano和尚未发布但将更为经典内敛的六星级品牌。目标客群主要集中在25到55岁的人群，他们是勇于开拓事业又懂得积极享


Top: Night view of Cachet Hotel on Nanjing Road
上：位于南京路的凯世精品酒店夜景
Bottom: Bathroom of the Cachet Hotel room
下：凯世精品酒店客房卫生间



luxury brand that is driven by fashion, entertainment and is social. This brand appeals to art, media, entertainment, Finance and technology industries. Cachet is such a brand and will be the destination for hotel guests as well as locals," says Mirza.

"CHG's value proposition to hotel owners is that we will deliver consistently higher profitability by reducing fixed marketing expenses with direct marketing and booking engines and outsourcing F&B to improve its quality and profitability," Mirza says.


While the rigorous standardisation of internationally renowned hotel brands tends to inspire awe in property developers, CHG has been receiving positive feedback for its distinctiveness and flexibility. "Property developers are satisfied with the customised services we provide. We are dedicated to making smart investments that generate returns. We are an owner of hotels in Asia and will bring our operational expertise and brands to this mission."

By balancing an international team and standardised workflow with the requirements of local developers and incorporating local design elements with a service-oriented approach, CHG is bound to appeal to influential property developers moving forward. 

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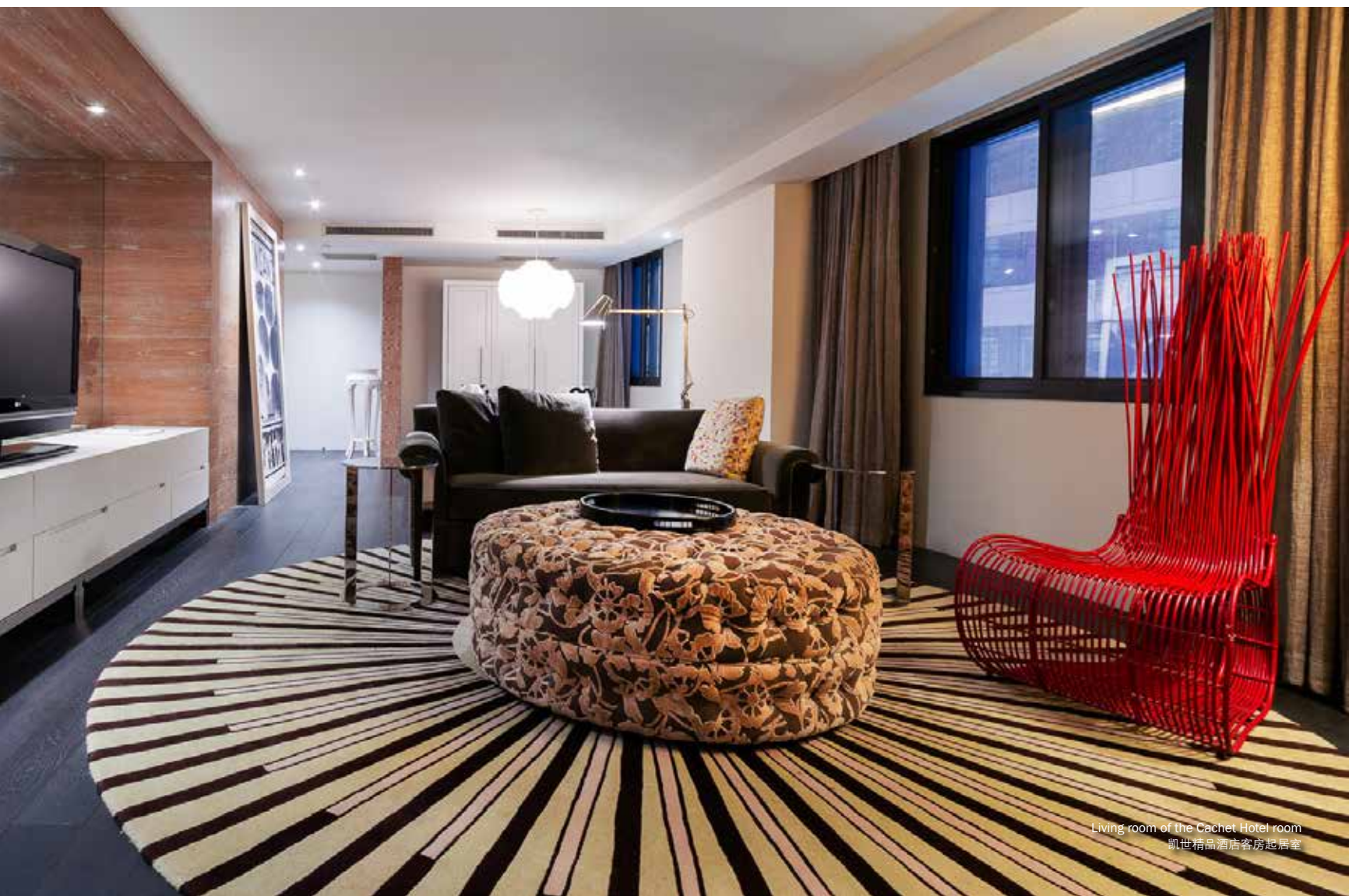
乐、勇于尝鲜的人群,包括企业家、高级白领、都市潮人等。“针对不同客群而提供不同风格设计的灵活性、注重和本土设计师结合以尊重当地人文的敏感性、强有力的艺术植入概念以及来自世界各国风格大厨的融入,将是我们与众不同之处”, Mirza补充到。

当国际大型酒店品牌以严格的标准化让业主望而生畏的时候,凯世的高灵活度和鲜明个性已经收到市场很积极的回馈, Mirza自信的解释说:“因为定制服务的配合度高,合作的业主都非常喜欢我们,同时因为凯世致力于长期发展,所以我们的盈利基础是建立在业主的正向投资回报之上。”

凯世的团队十分国际化,工作流程保持严谨与专业,业务拓展部门会在前期对一些出现的机会进行分类判断,现场考察后形成评估报告,经过财务运营测算和项目当地市场的价值报告形成最终的可行性报告,在这期间结合业主的要求,项目的模式、规模会逐步明晰。设计团队分别在上海和美国,还会根据当地人文特色再加入本地设计师元素。足见,有正确的服务意识、卓越的创新概念和有效的执行力,好的产品就能找到好的业主。 

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Living room of the Cachet Hotel room
凯世精品酒店客房起居室