

TRAVEL AND HOSPITALITY

Porsche Design announces new luxury hotel brand

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Steigenberger Porsche Design Hotels rendering. Image credit: Porsche Design

By LUXURY DAILY NEWS SERVICE

Germany's Porsche Design Group and Deutsche Hospitality are teaming to introduce a new luxury hotel concept.

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The forthcoming Steigenberger Porsche Design Hotels will unite design, technology and luxury lifestyle, while evoking the exclusivity of the Porsche Design brand. At least 15 metropolitan hotels are being planned in the first stage.

"Steigenberger Porsche Design Hotels will boast an unusual and exceptional spatial and lighting concept," said Dr. Jan Becker, CEO of **Porsche Design Group**, in a statement.

"Innovative rooms and suites will feature a singular design and interior which captures the spirit of the environment," he said. "Travelers in search of extraordinary experiences will be able to find Steigenberger Porsche Design Hotels at some of the world's most breathtaking locations."

Porsche hospitality

The 15 new hotels will open in locations such as London, Singapore, Dubai and Shanghai.

Each property will have at least 150 rooms, suites and penthouses. Additional amenities including restaurants, bars, exclusive meet-and-greet areas and a large health and beauty facility and gym.

"Steigenberger Porsche Design Hotels creates a brand which marries the design philosophy and values of the exclusive Porsche Design brand with the hospitality and service quality of a Steigenberger hotel," said Marcus Bernhardt, CEO of Steigenberger Hotels AG/Deutsche Hospitality, in a statement. "Our joint goal is to establish a new hotel product for a global target group which seeks uniqueness and which has the highest aspirations regarding quality."



Marcus Bernhardt, CEO at Steigenberger Hotels AG/Deutsche Hospitality, and Dr. Jan Becker, CEO Porsche Design Group. Image credit: Porsche Design

While this is Porsche Design's first foray in hospitality, the brand has high-rise luxury property in Miami.

The property, developed by Dezer Development, broke ground in April 2013 and was completed in 2016. Located at 18555 Collins Avenue in Sunny Isles Beach, the waterfront property boasts 132 condo units, including a four-story penthouse.

The penthouse's 3,000-square-foot car gallery can store up to 11 automobiles and has city and ocean views ([see story](#)).

"The brand perception factor is becoming increasingly important for customers," Dr. Becker said. "In hotels we convey the brand experience in a unique way, and this makes it possible to introduce additional differentiation to the market."

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