

INTERVIEW YI-HWA HANNA

# Beachfront Luxury

The Miami-inspired Delano Dubai has opened its doors on Bluewaters Dubai, with 251 guest rooms - including 84 suites - and an exclusively luxurious South Beach vibe. We chat with **Gaurav Bhushan**, Co-CEO of Ennismore, to learn more

**D**elano has quite a unique concept. Can you tell us a bit about it? Delano is more than just a hotel; it's a lifestyle experience – and it was truly one of [these], if not the first. When Delano debuted in Miami in 1995, it revolutionised hospitality with its charismatic, modern, and stylish approach – standing apart from the traditional, often overly formal five-star service that was common at the time. It resonated instantly, quickly building a devoted following among stars and trendsetters alike, and continues to influence what we now recognise as modern hospitality. Delano Dubai is the latest chapter in this ongoing narrative, designed around those same ideals that made the original an icon. It captures that chic, high-energy social atmosphere with spaces like the legendary Rose Bar and Blue Door, complemented by wellness offerings through our partnership with HWH Studio. Delano Dubai delivers a magnetic experience that will resonate deeply with long-time brand enthusiasts while captivating a newer audience.

## Why was this the right time to bring this brand to the Middle East?

The region, especially Dubai, is a booming luxury travel market with a growing population of discerning guests seeking immersive experiences. Yet even with the unmatched array of high-luxury experiences in Dubai, we saw the opportunity to bring a genuinely fresh vision to the region, much like the original location brought to Miami. The combination of understated style and a buzzing social atmosphere is unique and, we believe, highly relevant. So often, sophistication means quiet, and high energy means flashy. Delano Dubai steers clear of clichés to deliver that perfect balance of what today's luxury guests seek in travel and beyond.

**Why Bluewaters Dubai?** Bluewaters Dubai is an iconic destination with an exclusive yet accessible feel that is perfectly suited for our type of guest. It provides stunning waterfront views, proximity to Dubai's prime attractions, and a sense of seclusion that's ideal for a boutique luxury experience. The vibrancy of Bluewaters resonates with the brand's DNA, offering an immersive environment that caters to both international travellers and the local community looking for a unique, refined escape. We are honoured to partner with Dubai Holding on this exciting project.



## The rooms have some interesting names. What's the philosophy behind this?

Delano Miami introduced "Delano White." The corridors of the hotel were softly lit, leading guests into crisp, bright white rooms that would surprise and awaken the senses. More than simply decor, it elicited an emotional, sensory reaction. This design signature is used to the same emotive effect at Delano Dubai and is captured in our room names – Rising Light, Waking Eclipse, Midnight Dawn. Each expresses the feeling of moving from dark to

light; of senses being pleasantly surprised and a growing lightness.

## Wellness is clearly important to the Delano brand. Why is this key in this day and age?

Today's travellers prioritise holistic well-being as part of their lifestyle, and Delano's wellness offerings respond to this need. In a city like Dubai – where wellness is at the forefront – it's essential to cater not only to the global market but also to the local community seeking balance and rejuvenation. Wellness here isn't just an amenity; it's central to the experience of luxury, encompassing restorative treatments, mindful spaces, and cutting-edge fitness options. A small but illustrative example can be found in the in-room weighted blankets, which are scientifically proven to aid in deeper, more restorative sleep. Additionally, our strategic partnership with HWH Studio, led by wellness expert Adrienne Everett, reflects this commitment. As Delano Dubai's wellness architect, Adrienne brings bespoke fitness and mindfulness experiences that blend seamlessly into our guests' stays, ensuring they can recharge and find balance.

## What will make Delano Dubai stand out in this sophisticated market?

I believe our strength lies in Delano's unique blend of sophisticated style, immersive social spaces, and personalised service. Our signature outlets Blue Door and Rose Bar, from the original Miami property, bring a unique nightlife and dining experience, and our partnership with the RIKAS Group in opening La Cantine Beach and Gohan, as well as Paris Society's Maison Revka, only enhances our food and beverage offerings with these established and celebrated partners. The design-led spaces and tailored wellness offerings provide a refined and memorable stay, unmatched in Dubai's hospitality landscape. Lastly, the five-bedroom Delano Penthouse designed by La Bottega Interiors and set exclusively across the seventh floor with a personal elevator entrance is unrivalled.

## What's your favourite aspect of this property?

Delano Dubai brilliantly showcases all facets of Ennismore: creative storytelling, exceptional design, exceptional programming, a brand-led experience and dynamic F&B outlets. I have no doubt this approach will resonate with and foster community in the market, and build on the legacy of the iconic Delano brand. **BT**