

## RUBY OPENS HOTEL IN DUSSELDORF

Located directly on Königsallee, Ruby Coco tells stories of the fashion world

Dusseldorf, June 2018

The Ruby Group opens its fifth hotel, directly on the Königsallee in Dusseldorf. The new Ruby Coco Hotel Dusseldorf has 92 rooms and is located in the "Kö-Galerie," on Dusseldorf's famous fashion promenade with boutiques, cafés and restaurants. The Rhine, the legendary old town with its many rustic pubs and bars, as well as the city's nightlife around Ratinger Straße are within walking distance. The underground station Steinstraße is right next to Ruby Coco, so that the Dusseldorf main station is only a few minutes away.

### A tribute to Coco Chanel

Inspired by Dusseldorf's longstanding fashion tradition as well as its location directly on top of a shopping center with many boutiques, the hotel's interior design reflects fashion as a process with its different stages from idea, sketches and materials to the runway. The new hotel is named after famous fashion designer Coco Chanel. As a symbolic figure of fashion and its emancipative power, Coco Chanel plays a central role in the hotel's artistic design. Parisian chic and style elements of the 20ies and 30ies shape the bar as well as the lounge area and café area of the hotel.

### Lean Luxury Philosophy

Ruby Coco follows Ruby's Lean Luxury philosophy: Top location, high-quality room fittings, genuine design. All this at an affordable price by rigorously cutting out the superfluous and focusing on the essential. "This works because we accommodate luxury in a relatively condensed space, similar to luxury yachts. We forego unnecessary services. Thanks to proprietary technical innovations, we plan, build and organize ourselves differently from conventional hotels. To be precise, we plan and build in a very modular way and centralize as well as automatize processes behind the scenes wherever possible. This helps us create a luxurious and unique hotel experience at an affordable price," explains Michael Struck, founder and CEO of Ruby Hotels, the group's approach.

### Laid-back Elegance in 92 Rooms

Also, the 92 rooms of Ruby Coco are shaped by Lean Luxury: the luxurious interior tastefully combines elegance with nonchalance. Hardwood flooring, cherrywood wall panelling, fine textiles and diligently composed lighting create a relaxed atmosphere. In line with the Lean Luxury philosophy, the focus is on what is essential in a city hotel: Sleeping, showering and multimedia. Luxurious beds with pocket spring mattresses and big high-quality linens, created especially for Ruby, offer regenerating sleep. The glass rain shower makes for a refreshing shower experience with Ruby-own aromatherapeutic Ruby care amenities and cozy extra big terrycloth towels. All rooms are equipped with a Marshall speaker-box, a 42" HD TV and a tablet-PC, which functions as an online-concierge.

## Passion for Music

Every room is equipped with a Marshall amplifier, ready for spontaneous jam sessions. The matching electric guitars can be lent at the bar for free. Alternatively, hotel guests can play their own playlists by connecting their smartphone to the amp. The Ruby team's passion for music also shows in Ruby Radio, the hotel's own radio stream. It plays a personal music selection 24/7 and can also be listened to outside of the hotel through an online stream.

## Close Ties with the City and its Cultural Scene

The hotel's rooftop terrace offers a relaxed oasis right in the city, not only for guests but also for locals. The 24/7 Ruby Coco Bar, regularly hosts events where local musicians and international newcomers of different culture and art genres are given the opportunity to put their talent on stage. In addition, Ruby curates its own city guide with personal recommendations for restaurants, bars and shops and provides bikes for trips around the city. From the breakfast to the bar's selection of drinks and spirits, Ruby Coco concentrates on local products and suppliers. The Ruby Blog presents the stories behind these carefully curated partners. „It's all about the people behind the products and the city's many undiscovered facets“, explains Struck, whose family is originally from Dusseldorf.

## Nine more hotels under construction

Owner of the property is Allianz Real Estate, with whom Ruby jointly converted the former office spaces into a hotel. Further Ruby hotels are already in the pipeline: In cooperation with renowned real estate partners eight more openings are to follow until 2020, amongst others in Cologne, Frankfurt, London and Zurich.

## Pipeline

Ruby Sofie	Vienna, Marxergasse	Opened	IFA
Ruby Marie	Vienna, Mariahilferstrasse	Opened	CBRE Investors / BVK
Ruby Lilly	Munich, Stiglmaierplatz	Opened	Art-Invest
Ruby Lissi	Vienna, Fleischmarkt	Opened	IFA
Ruby Coco	Dusseldorf, Königsallee	Opened	Allianz Real Estate
Ruby Lotti	Hamburg, Stadthausbrücke	Q3 2018	Patrizia
Ruby Leni	Dusseldorf, Jahnstrasse	Q4 2018	OFB
Ruby Lola	(confidential)	Q1 2019	(confidential)
Ruby Lucy	London, Lower Marsh	Q4 2019	N/A
(confidential)	Köln, Hohenzollemring	Q1 2020	Proximus Real Estate
Ruby Louise	Frankfurt am Main, Junghofplaza	Q1 2020	PGIM / FGI
(confidential)	(confidential; French-speaking area)	Q3 2020	(confidential)
(confidential)	Zurich, Waisenhausstraße	Q1 2021	PSP Swiss Property



The Munich-based Ruby group, led by founder and CEO Michael Struck, is breaking new ground with their Lean Luxury philosophy. By having a lean organizational structure and concentrating on the essentials, Ruby can create a contemporary, affordable form of luxury for the modern, cost and style-conscious customers. Founded in 2013, the group operates five Ruby Hotels, with eight more under construction or in planning. Financially strong partners support Ruby's expansion. The Austrian Soravia Group, a German family office, the investor Michael Hehn, a private equity fund, and Michael Struck jointly hold the company shares.