



SAM NAZARIAN

FOUNDER & CEO

As the founder and chief visionary, Sam leads sbe and each division in innovative and revolutionary redevelopment of real estate, asset management, partnership, entrepreneurial experience, service, standards, guest management, employee development, and superior hospitality operations, which is the embodiment of sbe.

Creating a platform of unique, performance-driven models, he has adeptly positioned sbe hospitality and its diversified business as the leader in the industry. He is also co-founder of Platinum Wireless, a leading Nextel distributor.





A GLOBAL LIFESTYLE HOSPITALITY COMPANY

A global tribe of individuals, partners and progressives, devoted

to creating extraordinary experiences for our community

throughout our proprietary brands—we are sbe.

Visionaries at the forefront of hospitality, cuisine, design,

residences and entertainment, our lifestyle moments are

forged with highly-curated and passionate service.

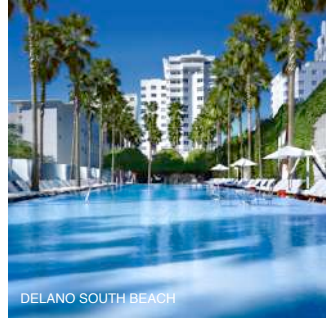
We are committed to authenticity, sophistication, mastery and innovation.

Our stage is the world. Our time is now.

HOTELS



SLS BEVERLY HILLS



DELANO SOUTH BEACH



MONDRIAN DOHA



THE REDBURY NEW YORK



HUDSON NEW YORK



SANDERSON LONDON

SLS

DELANO

MONDRIAN

The Redbury

ORIGINALS

SANDERSON

RESTAURANTS



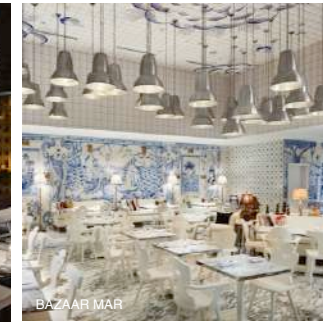
CLEO



Fi'lia AT SLS BRICKELL



KATSUYA HOLLYWOOD



BAZAAR MAR



K RAMEN. BURGER. BEER.



UMAMI BURGER

Cleo

Fi'lia

KATSUYA

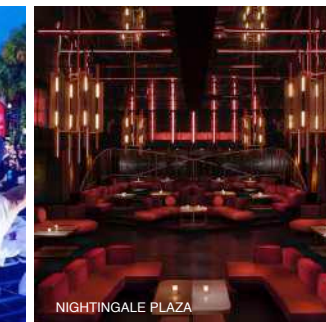
THE BAZAAR



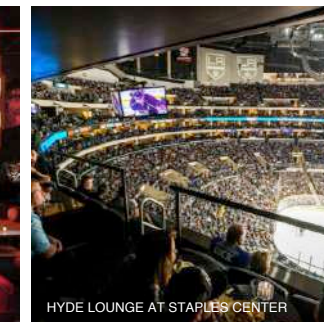
NIGHTLIFE



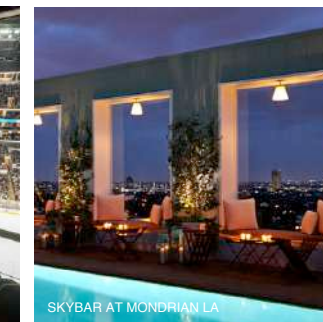
HYDE BEACH



NIGHTINGALE PLAZA



HYDE LOUNGE AT STAPLES CENTER



SKYBAR AT MONDRIAN LA



DOHENY ROOM WEST HOLLYWOOD



CREATE NIGHTCLUB

HYDE

NIGHTINGALE

HYDE

SKYBAR



As with all Mondrian properties, the design of Mondrian Doha has been tailored to blend with the local environment, whilst remaining true to its Mondrian form.

Mondrian Doha is a showcase of contrasting cultures and conventions colliding – always harmoniously.

In essence, this is an international hotel that is sensitively rooted in Arabic culture, expressing tradition with a modern point of view.

The design depicts Arabia through a modern lens, which in turn mirrors the modern reality of Doha – the Qatari capital that has grown immeasurably over the past few years, transforming itself from a fishing village into a global visionary capital.



mārcel wānders

“Here to create an environment of love, live with passion, and make our most exciting dreams come true.”

Mondrian Doha is the first hotel in the Middle East to be designed by world-renowned Dutch designer and art director Marcel Wanders.

Marcel and his team have taken design inspiration from One Thousand and One Nights, a collection of Middle Eastern folk tales. Mondrian Doha will act as the stage for each guest's unique modern day story.





Our lobby space acts as a transition between reality and fantasy, freeing your mind and allowing you to leave everything behind and be present in the moment.

The Golden Bell signifies a grand welcome, celebration, togetherness, and is designed to remind us of our favorite time at school, recess.

Marcel Wanders' signatures here include golden falcon eggs, flowers and giant columns - a design narrative that is repeated throughout the hotel.

In the Stairway Lounge you can find the custom designed iconic 'Floating Staircase' that symbolises that the sky is the limit, reflecting our Mondrian philosophy. It is an opportunity to loose yourself, to be daring and free. Your story begins here with the hand-painted ceiling and continues all the way to our 27th Floor sky bar.





ELAVIA

ELAVIA

ELAVIA

ELLAMIA

Known as the “Frozen Forest”, the lobby lounge is beautifully adorned with another of Marcel Wander’s signatures, the “Tree of Life”.

Hosting EllaMia - sbe’s new coffee shop concept and gourmet eatery, this unique sensory experience offers a place to come together and relax with light snacks, cakes, tea and coffee.

Clouds come together to form trees, representing life and well-being. The floral theme continues with the fabric, carpets and floral wall in this sleek lounge space.





CUT

Created by the iconic, three Michelin star awarded celebrity Iron Chef Wolfgang Puck, CUT is a contemporary twist on the classic Steakhouse. Puck is renowned worldwide for serving Hollywood A-listers at the Oscars.

In CUT, we showcase Wolfgang's philosophy of offering the finest selection of cuts, produce and locally-sourced ingredients in our seasonal menus. Everything from signature wagyu steaks to wood oven cooked pizzas, fresh salads and supreme seafood make this an unforgettable experience.

Open breakfast, lunch, and dinner, with a capacity for 156 guests, CUT also has a brunch service on Fridays, a private dining area, private seating booths and a wine cellar with an extensive range to perfectly complement our gastronomic offer.





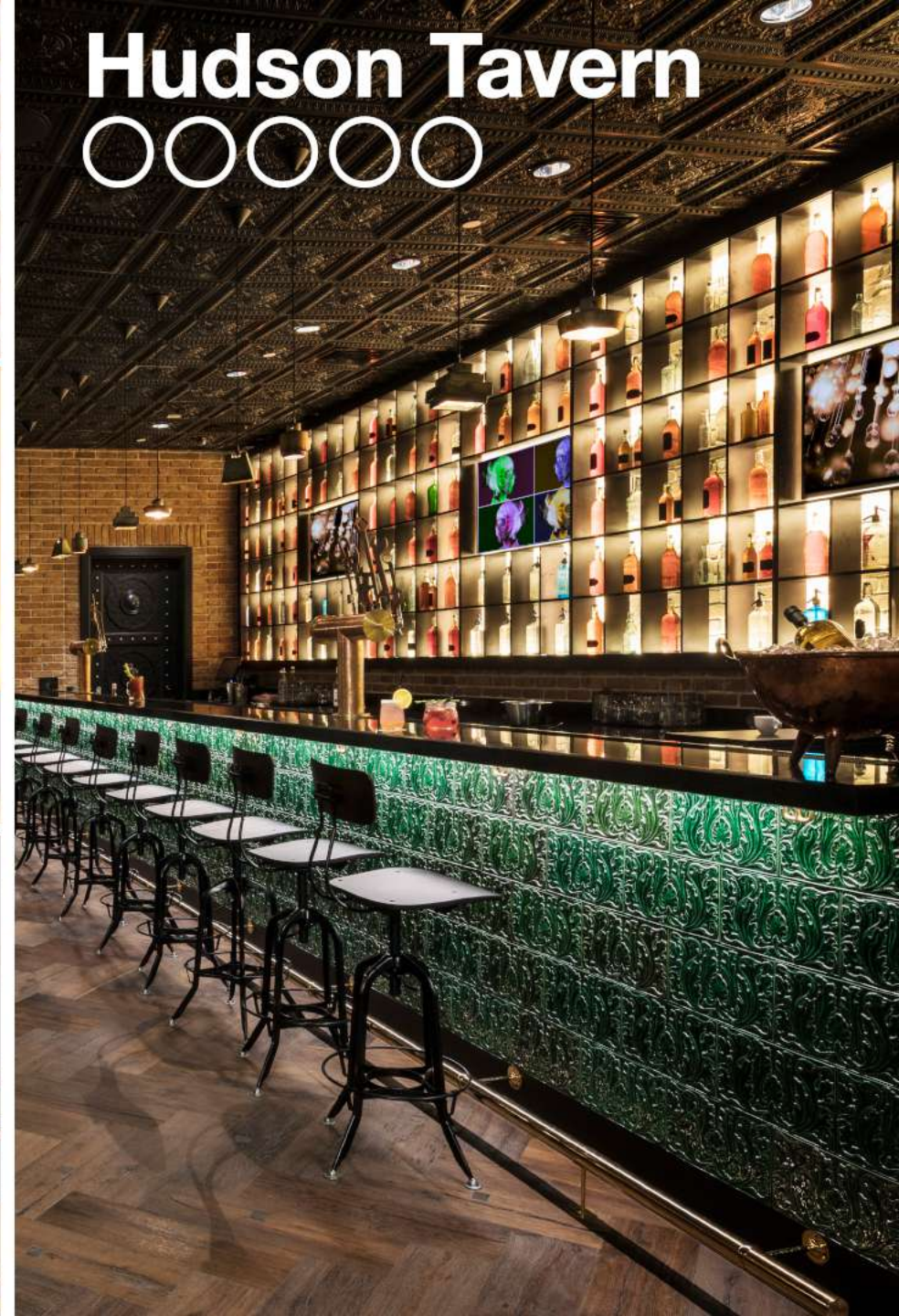


Created by Japanese Iron Chef Masaharu Morimoto, this restaurant has received popular acclaim for its seamless integration of Western and Japanese ingredients.

Morimoto Doha is the first restaurant by Michelin Star awarded Chef Morimoto to open in the Middle East.

The design is inspired by the famous Todaiji temple and the walls are adorned with energetic and graceful artworks by Japanese painter, Hiroshi Senju, who is known for his large scale waterfall paintings.

A 16 Seat sushi bar, 36 seat private dining areas and private dining booths can accommodate up to 184 guests in the sensory journey to ancient Japan.



Hudson Tavern

○○○○○

Hudson Tavern



'New York' Style
Tavern offering a wide
selection of brews,
juicy burgers and a
truly vibrant
atmosphere.

With design inspired in
an industrial brewery,
Hudson Tavern evokes
memories of an old
speakeasy through
rustic iron and wooden
furniture and bricked
walls.

With capacity for 118
guests, all elements of
design are meant to act
as an escape from
Doha back to the
1920's American
Prohibition era.



WALIMA

Walima is our homage to the Qatari culture. With authentic Qatari hospitality and cuisine, this restaurant takes flavors from the neighboring Arabic countries to create an offer unlike any other in the city. This mirrors the spirit of Qatar, welcoming all cultures with open arms and generosity.

Incomparable views of West Bay Lagoon act as a backdrop for the perfect blend of traditional and modern design, also reflecting the clash of tradition and modernity that is currently shaping Qatar.

Inspired by a souq and the national clothing, Walima's lamps are an explosion of colors that contrasts with the black and white walls and tiling.

With a capacity for 90 seats indoors and 64 outdoors, Sunken Majlis, private tents and rooms are all part of the spirit of Walima, which encourages sharing with your loved ones.



WALIMA

BLACK ORCHID



BLACK ORCHID

Tailored service and personalized attention is what differentiates us from the rest. It's not just the stunning design, but the experience it envelops.

Equipped with two bars, outdoor terrace and capacity for up to 400 people, Black Orchid is set to rule the night.

Persian carpet inspired vinyl floors, giant speaker DJ booth, and exclusive VIP tables on the dancefloor set the mood for a big night out in the city.

Mirrored walls symbolize "the place to see and to be seen". An invitation to get lost in the reflection of Doha's most selective nightlife experience.





RISE



R I S E

The pool area is a city of its own, created by black and white bricks, two bespoke crystal chandeliers and a bush bridge which represents a secret garden of life.

Rise is set above the city's skyline to elevate your senses to new heights at the boldest sky bar in town.

Set above our moat inspired pool and under the world's largest Tiffany Lamp, Rise features an adaptable AV screen, DJ booth, cocktail bar and a terrace with views of West Bay and the Pearl.

Red vinyl covered furniture and giant chandeliers breathe life into this wonderland setting where our sophisticated beverage menu is tailored to set the mood for a night out in Doha.

Mysterious dark blue corridors contrast with our colorfully tiled elevators to create an ethereal atmosphere before entering into a whole new world inside one of our rooms.





STANDARD ROOM

With 48.2 Square meters, our Standard Room is one of the biggest in the city.

Featuring smart media, you can control everything from the lighting to the AC, and are even able to connect to our LIVE feed straight from our night club.

The wall paper artwork is the main feature of every room and tells us the tale of a Dutch traveler's journey through the Middle East.

The carpet is meant to recreate the desert dunes and does so with an unimaginably realistic effect to the touch.

A spacious bathroom features rain showers, Ciel amenities and an oval bathtub that rests beneath a brilliant Swarovski chandelier.





DELUXE LOFT SUITE

Our Deluxe Loft Suite boasts 152 square meters of pure luxury.

An ample space fully equipped with office space, living room, guest toilet and a kitchenette.

With an office desk and chair designed by Mooi, decorated with original Marcel Wanders 'One Minute Sculptures', and a kitchenette walled with intricate hand painted tiling, this suite spares no expense in detail.



DELUXE TERRACE
SUITE

With 229 square meters, the Deluxe Terrace Suite is perfect for the cooler months, when you can fully enjoy the outdoors space.









OPAL BRIDAL SUITE

Located on the same floor as our ESPA and just one Golden Elevator ride from the Ballroom, the Opal Bridal Suite is perfectly situated to create the ideal wedding setting for all brides to be.

Design taken straight out of a fairy tale, this suite features 'Lolita' light fixtures by Nika Zupanc and a private hair and makeup salon equipped with a live feed from the ballroom to ensure you won't miss a beat.

With a guest room, living room, and a bathroom with a private sauna and steam room, there is no need left untended.

For your grand entrance to the Ballroom you have the exclusive access to our grand stairway or the 24 karat Golden Elevator.



PENTHOUSE & APARTMENT

These 23rd and 24th floor duplexes are the height of luxury here at Mondrian Doha.

With 658 square meters, The Apartment stands out for its one of a kind Party Hall. All covered in red velvet and equipped with a snooker table and giant couch, this room's design is sure to set the tone for a night you'll never forget.

The Penthouse, on the other hand has a more subtle design. Our largest room in the hotel, it covers a staggering 810 square meters. The entertainment room is equipped with a grand piano, a snooker table and a chic atmosphere.

Both suites have three bedrooms (one of which is fitted with twin beds), a large dining hall area, a living room, an elevator and a signature Marcel Wanders staircase.









FITNESS CENTRE

Inside the black and white tower, guests will find the gymnasium and changing rooms.

Our gym is fully equipped with top of the line Technogym machinery and has incomparable views of West Bay, as well as a dedicated personal trainer and scheduled daily programs.





ESPA
MONDRIAN
DOHA





ESPA

MONDRIAN
DOHA

Holistic philosophy, wellbeing and mindfulness are the pillars of our ESPA here in Mondrian Doha, the largest of the brand.

With all 98% - 100% natural ingredients, the plant and marine actives as well as our essential oils are all meant to nurture your senses.

Treatments are inspired by the landscape of Doha itself, where ultra-contemporary meets ancient and traditional. Personalized service and treatments ensure that your needs and desires will be catered to by our professionals.

With groundbreaking design, both male and female ESPA are two worlds apart. Each thought out to entice the senses and take you on a journey of relaxation and rebirth.

A marble Hamam and private VIP treatment rooms are also available for private



FEMALE ESPA

In the female ESPA, the ambiance is that of a beautiful secret garden, tiled with blush-coloured mosaic petals.

Guided by shimmering walls to the tree of life, you reach the shimmering crystal rain showers (4 levels of heat experience) and the pearl relaxation dome. In this space you will also find Finnish saunas crafted from Scandinavian wood and steam rooms encased in iridescent walls

The sea shell inspired relaxation room with individual daybeds is perfect for pre and post treatment chill-out.

MALE ESPA

Inspired by a vibrant, urban souq plaza, the male spa exudes masculinity and class.

The heat experiences are centred around a stunning 'fire and water' fountain, beautiful showers and relaxation areas with heated daybeds.

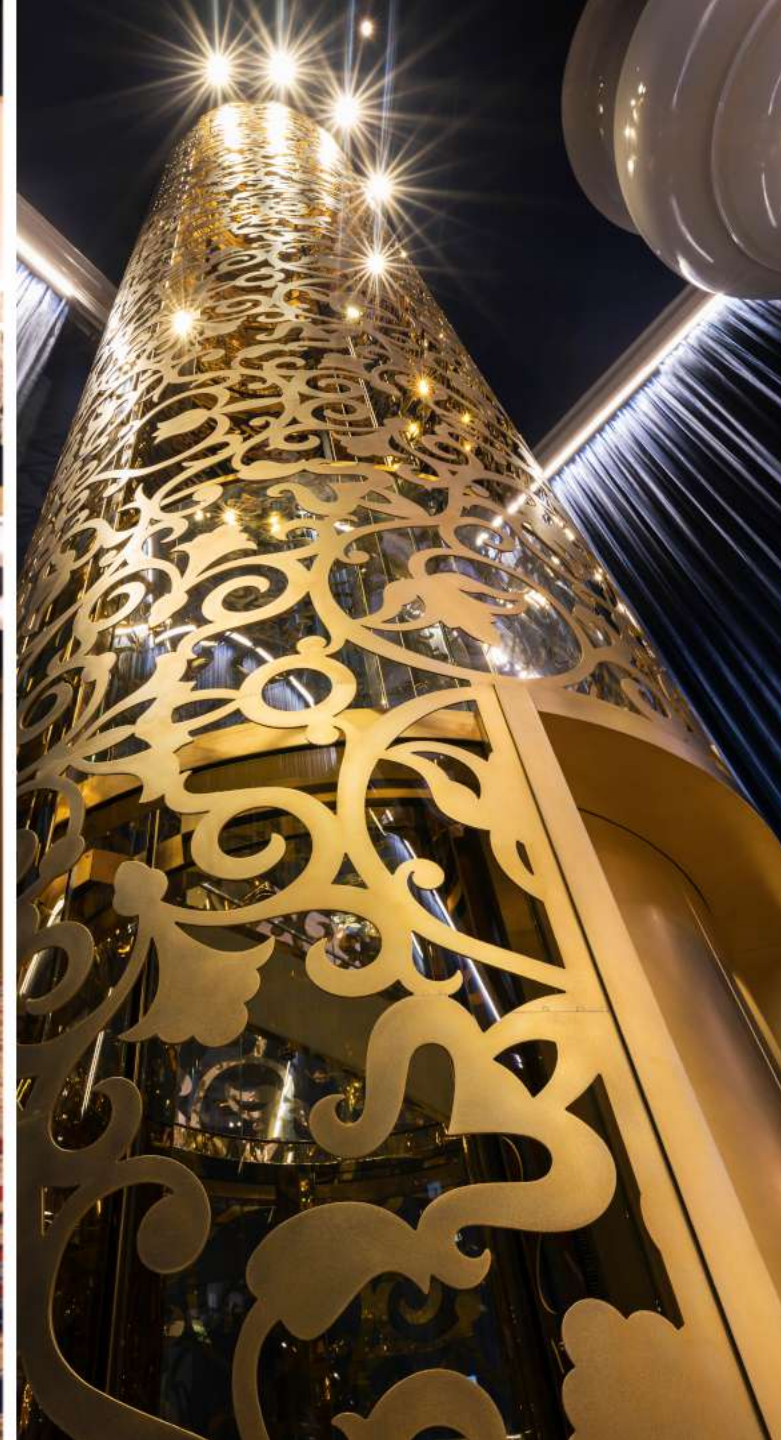




MEETING ROOMS

Studios 1-4 function as a conference space which can accommodate up to 200 people or be divided into 4 separate studios for 20-50 people each.

Sophisticated design elements make up the meeting spaces with Mooi wallpaper and furniture. Signature Marcel Wanders soft seating allows you to take a more casual approach to your conference when needed. Fitted with high end technology, you have full control of your meeting from the intelligent hub in the entrance.





MOONSTONE BALLROOM

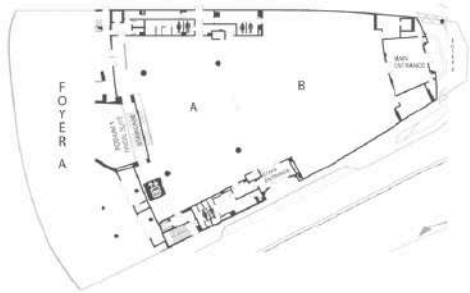
Our Moonstone Ballroom is one of the biggest in the city, with 2000 square meters that can accommodate up to 1500 people.

12 meters high ceiling and an AV control room, interchangeable curtains, lighting, surround sound, 4 screens and a partition make this a highly versatile space than can be modified to fit the requirements for all types of weddings, conferences and events.

EVENT SPACE

EVENT SPACE	SQM	RECEPTION	BANQUET	THEATRE	CLASSROOM	U SHAPE	CONFERENCE	
							/HOLLOW SQUARE	CABARET
BALLROOM	2,000	1,500	800	1,500	650	-	-	500
FOYER	188							
MEETING ROOMS								
BOARD ROOM	111	-	-	-	-	-	24	-
STUDIO 1	101	70	60	100	35	20	24	36
STUDIO 2	96	70	60	100	35	20	24	36
STUDIO 3	92	70	60	100	35	20	24	36
STUDIO 4	99	70	60	100	35	20	24	36
STUDIO 1-2+3+4	388	280	240	300	120	-	-	144

BALLROOM



MEETING ROOMS





MONDRIAN

DOHA