

# hospitality design

october 2023 [hospitalitydesign.com](http://hospitalitydesign.com)



make an entrance

## the hotels issue



hd Presenter of  
expo+  
conference

By Nicole Pollack

## FRESH TAKE

A handful of new brands put authenticity at their core



Today's travelers are after those all-important personalized touches that leave them with real, lasting connections to the places they visit. Indeed, people have always sought those experiences, but the isolation many felt in the early months of the pandemic has made the promise of authenticity a bigger draw than ever, and as a result, a handful of new brands are making it their top priority. They've partnered with designers, chefs, and performers from the surrounding communities to dream up innovative new ways to immerse guests in local culture from the moment they step through the door. Take Janu: Like its sister brand Aman, it attracts those desiring a restorative experience, but it offers a more spirited social scene than its ultra-secluded older sibling. Partnering with longtime collaborator Jean-Michel Gathy of Denniston, the first Janu hotel will open in Tokyo's Azabudai Hills community this winter. In addition to six dining options, the 122-room property will boast a 43,000-square-foot wellness center, making it one of the largest in the city. Meanwhile, Trailborn is bringing boutique hotels to some of the most spectacular and rugged parts of the U.S., starting in the Rocky Mountains with its inaugural Electric Bowery-designed property, which opens this fall, and expanding to places like the Grand Canyon and the Blue Ridge Mountains. "We spent a lot of time looking at the most iconic outdoor destinations in the market," says company cofounder and co-CEO Michael Weiss. "The hotel supply in those markets was not the inspirational places we see the traveler looking for today. [We're offering guests] new adventures in one big package."

Here's a closer look at four other new brands hoping to speak to the evolving traveler with their unique proposition.



Rendering courtesy of JANU

A rendering of the Janu Tokyo, designed by Jean-Michel Gathy, which will be home to a 43,000-square-foot wellness center that includes a pool