

# LUXUS

## PROFILE



Jean V. Mestriner

**Founder and Managing Director**

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*Luxus specialises in brand product and concept development, customer experience and service culture.*

It is a global consultancy firm with a proven record, led by Jean V. Mestriner, a hospitality executive who is respected and recognised amongst peers. His primary area of focus, as someone who delivers in the luxury space, has been recognised worldwide and is evidenced by Industry Accolades, Service Excellence awards and Best Practice.

Our Ethos is centred on achieving the highest standards possible for stakeholders and maximising brand recognition; we pride ourselves on consulting clients best suited to our skill set and work across the entire value chain with a variety of proficiencies.

As owners representatives, we consult for a variety of high-end companies across the hospitality industry.

## SELECTED LUXUS ASSIGNMENTS

### Armani Hotels, Resorts and Residences

#### Burj Khalifa Dubai, Milano

*Engaged by the Chairman of Emaar Properties Dubai to implement the License and Management Agreement between Emaar Properties and Giorgio Armani and to create the Armani Hotel Brand DNA.*

#### **Featuring:**

- Dubai: 240 rooms/suites, 260 residences
- Milano: 100 rooms/suites
- (8 restaurants, 1 ballroom, 2 lounges, 2 bars, 2 spas)
- Total project cost: \$1.2 billion

#### **Created and/or directed the following:**

- Brand vision and mission roadmap
- Business strategy development module, company structure & domicilium
- Space planning and distribution
- Project/Design/Architectural Coordination
- Pre/post opening budget – Milano/Dubai
- Corporate brand identity manual (license agreement)
- Operating philosophy and master plan for overall concept design
  - Rooms/Suites
  - Service residences
  - Public/B.O.H areas
  - Restaurants/Culinary
  - Spa concept/Wellness Center
  - Ballroom/Conference Facilities
  - Retail
- Armani minimum product standards (DNA)
- Standard operating procedures (SOPs)

*Continued overleaf...*

- Brand design standards pertaining to License Agreement
- Marketing/PR processes, strategies and brand roll-out (pre / post)
- Systems and control
- Technology infrastructure
- Brand Journey/Recognition (Hotels and Residences)
- Armani HR Processes, Core Values & Best Practices
- Armani Black Label standards/Armani Haute Couture Service Culture (HR planning and structure)
- Armani procurement procedures pertaining to license agreement
- Strategic Alliances
- Marketing and sales strategy for residences
  - Sales Centre / Concept
  - Mock-up designs for residences and suites
  - Screenplay and journey
  - Amenities
  - SOPs
  - Training platforms

# Ten Trinity Square Hotel and Residences

## London

*Conceptualized and directed the master plan to convert the iconic landmark, 10 Trinity Square, into one of the premier properties in London.*

**Consulted with the English Heritage/City of London on Grade II Listed/consent planning applications respectively.**

Total development/concept has since been purchased by an international consortium and successfully implemented.

**Opened in 2017 under the Four Seasons brand.**

### **Featuring:**

- 100 rooms/suites, 43 residences
- (2 restaurants, 1 ballroom, lounge, private club, spa and spa cafe)
- Total project cost: £560 million

### **Created and/or directed the following:**

- Brand Vision, Mission and beliefs
- Mission Roadmap
- Project Feasibility
- Minimum product standards (DNA)
- Space Planning / distribution
- Business Development Strategy Module
- Technology infrastructure
- Architectural/Design Standards
- Operational/Architectural/Design Co-ordination
- Marketing/PR Processes and Strategy
- Operating philosophy and master plan for overall concept
  - Public/B.O.H areas
  - Rooms/Suites
  - Service Residences
  - Private Members' Club
  - Corporate Apartments
  - Restaurants/Culinary
  - Conference Facilities
  - Spa/Wellness Center
- Talented Strategic Alliances

# EXPERTISE

## STRATEGY

Brand Licensing Protocol  
Vision/Mission and Beliefs Roadmap  
Business Development Strategy  
Operating Philosophy  
Minimum Product Standards  
Brand Design Guidelines  
Standard Operating Procedures

## DEVELOPMENT

Mixed-use Development Pre / Post  
Marketing Structure/Distribution  
Pre/Post Branding  
Strategic Brand Alliances  
F&B Conceptualisations  
Design/Architectural Coordination  
Space Planning  
HR Platforms, Processes & Benchmarks

## MANAGEMENT

Revenue Management  
Information Systems and Control  
Technology Infrastructure  
Risk Management  
Procurement  
Asset Management  
Interim Management

# CAREER HISTORY AS AN OPERATOR

## Ritz-Carlton Flagship Hotel

### Singapore

#### **Managing Director, 2001 - 2004**

*Successfully navigated the hotel through the financial crisis, 9/11 and SARS with an emphasis on protecting the integrity of the brand.*

#### **Featuring:**

- 700 rooms/suites
- (5 restaurants, club room, ballroom, 12 boardrooms, spa, retail)

#### **Multi-award winning:**

- 5 Diamond Hotel Award
- #2 Institutional Investor - World
- #4 Travel & Leisure World
- #1 Best Business Hotel - Asia
- #2 Asia Best Employer of Choice by Hewitt Associates (based on best practices)
- #1 Singapore Tourist Board 2001 - 2003
- #1 Singapore Quality Award for Best Excellence 2001 – 2003
- Cobalt Award – Revenue Management 2002
- ESS Average Score 94% - 96%

## Sun International Hotels

### South Africa

#### **Director Operations, Western Cape, 1992 - 2001**

*Personally engaged by Sol Kerzner to launch and position **The Palace Hotel at Sun City, Gary Player professional golf course and club facility and the Table Bay Hotel (Cape Town)** into the international arena.*

During tenure with Sun International, was appointed by the South African government to plan and direct the **inauguration for President Nelson Mandela** in Pretoria, one of the largest gatherings of heads of states and international dignitaries from around the world. In addition, conceptualized, repositioned and did the brand roll-out for the new **South African Blue Train**.

#### **Featuring:**

- The Palace Hotel at Sun City: 365 rooms/suites
- Table Bay Hotel Cape Town: 310 rooms/suites
- (5 restaurants, 2 spas, 2 ballrooms, retail)

#### **Multi-award winning:**

- 5-Diamond Hotel Award (both properties)
- # 4 Conde Nast Traveler - World - Table Bay
- # 7 Travel & Leisure - World - The Palace
- #1 Quality Award for best excellence - 1996, 1997, 1998
- Top World Gary Player golf course, Members club and spa
- A Leading Hotel of the World (both properties)

## Windsor Court Hotel

### New Orleans

#### **Vice President, 1988 - 1992**

*Hired by owners, Equitable Investment Company, to create a world class lifestyle hotel and culinary destination from a distressed property. Successfully increased asset value for sale to the Orient Express Group.*

#### **Featuring:**

- Independent flag hotel: 250 suites and 100 rooms
- (2 restaurants, 2 bars, 2 boardrooms, ballroom, spa, retail)

#### **Multi-award winning:**

- 5 Diamond Hotel Award
- 5-Mobile Hotel Award
- 5-Mobile Restaurant Award
- # 1 Conde Nast Traveller US - 3 years
- # 4 Conde Nast Traveller World - 3 years
- # 1 Zagat USA
- # 1 Institutional investor - world
- # 3 Wine Spectator - US
- 4 Award winning cookbooks
- A Leading Hotel of the World
- A Preferred Hotel of the World



## Crescent Court Hotel, Rosewood Properties

### Dallas

#### **Managing Director, 1984 - 1988**

*Personally invited by Carolyn Hunt to participate in the start up of Rosewood Properties, including the development and launch of the **Crescent Court Hotel, Private Membership Club and Spa.***

#### **Featuring:**

- 300 rooms/suites
- (2 restaurants, 2 boardrooms, ballroom)

#### **Multi-award winning:**

- 5-Diamond Hotel Award
- # 3 Travel and Leisure - USA
- # 4 Conde Nast Traveller Award - USA
- # 4 Zagat USA
- A Leading Hotel of the World

## CAREER BEGINNINGS

*Started management career with Intercontinental Düsseldorf, Canadian Pacific Hotels (Chateau Champlain, Montreal) and Regent Hotels International under the mentorship of founders Bob Burns and George Rafael in Kuala Lumpur, Malaysia and Washington DC, United States.*

### Education

**Dutch Hotel College of Administration**

**Bachelor Degree: Hospitality Management**

**Cornell University**

**School of Hotel Administration, Architectural Design**

**Michigan State University**

**CHA - Certified Hospitality Administrator**

### Languages

**English, Dutch, German**

# RECOMMENDATIONS

"I have personally had the pleasure of working with some of the industry's most accomplished operators, and consider Jean to rank among the very best in the business. Specifically, his depth of expertise in operating luxury hotels and resorts, keen understanding of the service standards demanded by affluent clientele, and unrelenting attention to detail all combine to make Jean one of the most accomplished industry executives I have encountered in my career and always brings with him a clear vision and mission. **His understanding of branding components is exceptional as I witnessed on the Ten Trinity Project.** As such, he is eminently qualified to serve in a senior leadership role with any organization committed to the development and operation of luxury hotels and resorts."

**Peter C Yesawich, Ph.D**

Chairman & CEO, Y Partnership  
Vice Chairman, MMG Global

"Jean is a fine person. He did a superb job bringing together the License Agreement between Armani and Emaar and conceptualizing the operational programs for **Burj Khalifa Dubai** and **Milano**. He was extremely successful at Armani and I know that Mr. Armani himself had great respect for him; he met everyone's expectations. When I was appointed as the CEO, I offered Jean the number two position of Armani /Emaar Hospitality. To my regret, Jean decided to work with a developer on the **Ten Trinity Project** in London. Jean is a top notch operator; has a great deal of integrity, is very hard working and a team player. Jean knows quality & innovation and comes with my highest recommendation."

**Robert Riley**

Former CEO, Mandarin Oriental  
Former CEO, Emaar Hospitality  
CEO, SKB Hotel Group

"JVM was a highly valued member of our start up team which took the Armani Hotels & Resorts brand from infancy to its brand position of where it is today. He joined as our consultant / director of operations, responsible for implementing the Armani licensing brand protocol. To mention a few key responsibilities, he oversaw the brand vision / mission roadmap, the business development module, brand minimum standards, operating philosophy and standard operating procedures. **JVM's in-depth understanding of the hospitality industry specifically contributed greatly to financial discipline on the project.** Also, his grasp of all branding components demanded by the affluent traveller brought everything to life. He was also responsible for solidifying our talented culinary strategic alliances. **His HR benchmarks and platforms are still known today as the Armani Haute Couture hospitality culture.** He conducts business with the highest level of integrity."

### **Peter Van Wyk**

Director of Development, Projects and Design, Armani Hotels & Resorts  
Senior Director Development, EMAAR Hospitality

"Over the course of many years I have worked diligently with Jean and Luxus Hospitality, positioning the MARC Group of restaurants (three in our portfolio are recognised with 2 Michelin Stars) in strategic brand alliances that he has been responsible for. Armani Hotel & Residences Dubai and Ten Trinity Hotel and Residences London are such examples. The time I first met Jean, I was the Vice President of Food & Beverage at Rosewood Hotels & Resorts and worked with him as he was positioning The Crescent Court Hotel, The Lancaster Spa and The Crescent Private Members Club in Dallas, Texas. He has had- during an amazing career- a clear vision of quality and luxury and has always delivered with a passionate and innovative mandate, achieving the highest possible standards across all platforms with impeccable integrity and results."

### **Patrick Willis**

Restaurateur Michelin-starred,  
COO, MARC Restaurants

"Jean is the perfect candidate for any luxury project or brand who wants to position it on a global basis. His strength is in bringing single hotels / projects out of anonymity and into distinctiveness. Jean will be able to provide the luxury branding necessary to achieve that, as he brings luxury into a brand. The building itself can be as extravagant as one can imagine, but ultimately the positioning in the luxury travel industry is made successful by the team. He did a fantastic job for us in Singapore under difficult circumstances due to 9/11 etc. and achieved the **highest accolades within the company**, notably **2nd best employer for the Far East** due to his commitment and beliefs in HR platforms. Jean is a brand in himself and this is extremely helpful when it comes to establishing a name---it is his forte and he has proven so during his career. I would absolutely recommend him for any other high profile development."

### **Simon Cooper**

Former President, Marriott International Asia-Pacific

Former CEO, Ritz Carlton Hotels

"I always enjoyed working with Jean; he is a very hardy professional who holds himself to higher standards, capable of putting together very successful teams to set up, open and run 5-star deluxe hotels---and he always delivers. In his 10 years with Sun International, he became very well known for setting the highest standards. As a business man he has a lot of **financial discipline**, and he knows that unless you are able to aim for and maintain high standards and ensure that the hotel can deliver a solid bottom line performance, it is all a waste of time. He did several projects for us and I believe you could not find a more competent operator. When I may highlight one project, it would be **The Palace Hotel** which enabled Sun International to expand into the international arena. Also, as we were very close to the South African government and Nelson Mandela, Jean was asked to execute the presidential inauguration in Pretoria and later asked to conceptualize and reposition the famous **Blue Train**. He and his wife were also heavily involved with their community projects, a legacy which still exists in Cape Town. Jean is extremely focused and has his feet on the ground. He has the ability of surrounding himself with solid professionals. In fact, if I was in the process of setting up a really fantastic 5-star+ company, Jean would be among the first I would approach---he is a solid yet creative executive and multitasker - an unusual combination that sets him apart."

### **Peter Bacon**

Former CEO, Sun International

"In the many years my firm, Wilson and Associates, and I have had the privilege of knowing Jean Mestriner, I have never met his equal in terms of impeccable taste, unparalleled sense of style and attention to detail. My firm has designed and refurbished hundreds of luxury properties throughout the world, for the most exacting and high-profile owners and operators in the industry. I have worked with numerous global hospitality leaders during my career, and I can say without reservation that Jean Mestriner is at the top of his profession in terms of his **understanding of architectural interior design and project management**. Throughout all of the large-scale projects we have worked on together, including the **Palace Hotel Sun City, The Table Bay Hotel Cape Town**, the **Blue Train of South Africa** and the **Armani Dubai/Milano**, I experienced his relationships with other consultants, knowledge of procurement and precise attention to every detail."

### **Trisha Wilson**

CEO, Global Hospitality Design

"I worked with Jean for five years with Sun International before I transferred to the US to establish the One & Only Group and I am pleased to indicate that we met while he was preopening of the **Regent Hotel in Washington DC**, many years ago, which was revered for its very high standards and superb training of its hotel employees. This has become a consistent pattern with Jean's enduring career. He has been responsible for numerous openings thereafter including the **Crescent Court in Dallas**, the **Windsor Court in New Orleans**, **The Palace of the Lost City in Sun City**, the iconic **Blue Train** and the beautiful **Table Bay Hotel in Cape Town**. All of these hotels received the highest awards. Not to forget, he was selected to oversee the **inauguration ceremony for Nelson Mandela's election as President**. Pre-opening and positioning Luxury Hotels requires a very organized direction and a relentless pursuit of quality. These attributes Jean demonstrates in abundance, while being mindful and accountable for bottom line performance. It gives me great pleasure to offer these brief observations on behalf of a truly superb hotelier."

### **Gerard J. Inzerillo**

CEO Forbes Travel Guide

Former EVP, One & Only

"We hired Jean to take charge on what was a distressed independent flag hotel property, The Windsor Court; he was given the task to elevate the property to a destination point in New Orleans. I can say he not only achieved this but exceeded the remit set out for him. We were very pleased not only with the financial achievement, but also the recognition the hotel achieved as the premiere global hotel destination."

**James McIntyre**

SVP, Equitable Investments / Asset Management

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