

Fable Hotels & Resorts opens



Its first luxury boutique hotel- Hotel Fitzroy curated by Fable



Hotel Fitzroy curated by Fable

Nothing was left to chance when it came to creating an unforgettable guest experience at Hotel Fitzroy curated by Fable. Certainly not even the minutest of detail was spared in ensuring the hotel environment was flawless. And the commitment to complete, unreserved service will ensure that every guest's need is taken care of.

For every guest that checks into the five-star boutique hotel, our host will do whatever it takes to make their stay as memorable as possible.

Guests are encouraged to make themselves entirely at home and indulge in the complete and utter comfort on offer and join us every evening for cocktails and canapes.

"To be leading the launch of our first curated by Fable hotel is something every customer centric General Manager dreams of, it brings you back to why you love hospitality. The truly luxury boutique hotel experience that's been curated within Hotel Fitzroy is nothing short of exceptional from the hosts who have been handpicked to bring the experience to life through to the most exquisitely designed suites, guest spaces and food & beverage the property offers. Hotel Fitzroy will be a fantastic addition to the vibrant Ponsonby neighbourhood but will also set a new benchmark for boutique hotels in Auckland," says General Manager Chris Dickinson.

Inside the heritage two-storey villa on the corner of Fitzroy Street and Richmond Road in Ponsonby, are elegantly styled rooms that allow guests to relax in complete style and comfort. On arrival, guests are welcomed into an intimate reception area comfortably sinking into oversized Moooi designer chairs and refreshed with a Manuka, lemongrass and ginger sours tea with parmesan and sumac shortbread.

The landmark villa is juxtaposed by a contemporary building with a dramatic black slatted exterior, an external sculptural spiral staircase and four superior rooms.

Breakfast designed by award-winning Group Executive Chef Jinu Abraham, is delivered to each guest's room in the morning. Each breakfast has a focus on local inspiration, whole foods and sustainable produce grown and raised in the region and is included in the room rate. So too is the tumbler of whisky in the library and custom-selected minibar.

For guests wanting a nightcap, a place to read the newspaper or catch up on work, the intimate Fitzroy library has been designed with exactly this in mind. There is a well-stocked bar and extensive collection of books for guests to enjoy a moment of quiet.

Into these shared spaces, the artwork has been carefully selected to include pieces by local artists who have an international presence.

Fable believes strongly in sustainability and this can be seen in everything from the locally sourced, environmentally-friendly amenities in the bathrooms to the delicate wooden key cards. As a new hotel brand, Fable Hotels & Resort was founded on the principles of an environmentally friendly policy, social responsibility and local suppliers.

But it is the hosted moments that separates Hotel Fitzroy curated by Fable from all other hotel experiences. Fitzroy's hosts get to know each guest and understand what they're seeking from their Auckland stay. Their skills and commitment to what redefining luxury means allows them to mold each stay in a way that perfectly fits with every guest's wishes. Because tailor-made experiences and instinctive service equates to an unforgettable stay. It will be a story that stays with you. "After all that's why we're here, to care for our guests" says Chris Dickinson.

The hotel opens its doors on 17 September.



THE FINER DETAILS

The finer details:

Address: 43 Richmond Road, Ponsonby-Grey Lynn

Interiors: Designed by Devi Lecchi of Mandala Design

Interiors highlights: Italian-sourced beds are found in the villa's luxury rooms, while custom rugs from SF Design give depth to the hotel's hallway and fern frond wallpaper from Seneca by Elitis adds drama to the library.

Design summary: "A stylish, comfortable and crafted boutique hotel in a beautiful synergy of old and new," says Devi.

ABOUT CPG

CPG Hotels is one of New Zealand's largest privately-owned hotel groups with 15 properties in some of the country's top tourist hot spots including Auckland, Rotorua, Wellington, Picton and Dunedin.

Properties currently in the group include two five-star boutique hotels and a range of three and four-star hotels. CPG Hotels has strong commitments to both sustainability, with recycling and environmentally friendly policies at its properties, and a strong social responsibility.



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