



**Vietnam's Wink Hotels Announces  
First Hotel Opening in March 2021 in Ho Chi Minh City**



Wink Hotel Saigon Centre exterior

(For immediate release) **Singapore 26 January 2021** - Wink Hotels, a revolutionary new hospitality brand, which aims to redefine affordable luxury in Vietnam, has announced the opening date of its first hotel. The 237-room Wink Hotel Saigon Centre @ 75 Nguyen Binh Khiem, centrally located in Da Kao, District 1, is scheduled to open in March 2021.

Wink Hotels is Vietnam's first homegrown, international-standard hotel group that directly appeals to a dynamic generation emerging throughout Indochina, catering to their fast-paced lifestyle and immersing them in each destination. Distinctively Vietnamese, Wink Hotels is differentiated by its contemporary ethos of chic and creative design, deep functionality and traditional Vietnamese values. *Quá đỉnh!* Wink's pillars include genuine and casual customer service and stellar guest experience.



Wink Hotels offers an exciting new style of travel experience inspired by and purpose built for the modern lifestyle of Vietnam. Each Wink Hotel is designed to act as your launchpad to the city, a cool lifestyle hub which plugs you into the latest happenings and hotspots.

Architecture Workshop (AW<sup>2</sup>), led by partner architects Reda Amalou and Stéphanie Ledoux, have designed every element, from the architectural concept through to interior design and furniture. For the Wink brand, AW<sup>2</sup> created a specific locally-inspired colour palette deployed throughout the hotel, from the bespoke sunshades on the façade down to the cushion fabrics. The bold and vibrant exterior design attracts attention from the outside, acting as a beacon for the wider neighbourhood.

Each Wink hotel brings Vietnamese street food culture to the comfort of a hotel environment with its signature Wink Carts for easy, quick breakfasts and lunches while the team of Wink Guides give you the best intel on the neighbourhood and the city. Every space-efficient room has a power shower and comfortable beds that match the best in the world, including premium linens and mattresses by Catherine Denoual Maison.

In a disruptive move that will change the hospitality landscape, Wink Hotels will introduce a groundbreaking STAY24 program that guarantees a full 24-hour guest experience regardless of check-in time. With this flexible concept, Wink Hotels lead the hospitality trend in delivering exceptional value to the guest experience. For an added touch of innovation, efficient check-in can be done by accessing your electronic key via the Wink App.

The first Wink Hotel in Saigon features artwork collaborations with Vietnamese contemporary artist Nguyen The Son and cool vending machines from the USA. The hotel's bright façade at night lights up the lively Nguyen Binh Khiem district where the hotel is located. Being a Wink guest has its privileges. Simply flash the Wink room key or reservation confirmation to gain access to Toong's co-working spaces during your stay, both at the hotel itself and elsewhere in the city.

Wink Hotels has also announced a pipeline of 20 hotels within the next five years, including Wink Hotel Hanoi West Lake @ 18 Thuy Khue. The property which is expected to open in Q3, 2023 will also feature Wink Suites (serviced apartments) as well as a stunning rooftop pool with panoramic views of Hanoi City. All rooms will have views of the West Lake.

"Asia's fast-growing economies are being powered by upwardly mobile millennial entrepreneurs, but nowhere more so than in Vietnam which has the most inclusive and



dynamic, young-at-heart population in the region, if not in the world” said Wink Hotels Chief Executive Officer Michael Piro. “With Wink Hotels, we believe we have created a hotel brand which truly speaks to them and their needs, in a user-friendly style that will appeal to guests of all ages.”

Wink Hotels is conceived by developer, Indochina Kajima, operated by Indochina Vanguard (both joint venture companies with Indochina Capital and Kajima Corporation, and Vanguard Hotels respectively).

For more information, please visit [Wink Hotel Saigon Centre](#).

You may download high-resolution images [here](#).

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### **About Wink Hotels**

Wink Hotels is Vietnam’s first locally-born, international-standard hospitality brand. This vibrant brand reflects the spirit of the Vietnamese people and takes inspiration from modern Vietnamese travellers who live and work in a fast-paced, ever-changing environment. Each Wink hotel provides a dynamic “affordable luxury” experience, and showcases the heart and soul of the destination with art-inspired interiors and by connecting guests to the upbeat local vibe. Created by developers Indochina Kajima and operated by Indochina Vanguard, Wink will launch its first hotel in Q1 2021, with plans to expand to at least 20 locations in the next five to seven years in major Vietnamese cities and beyond. For more information, please visit [www.wink-hotels.com](http://www.wink-hotels.com).

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