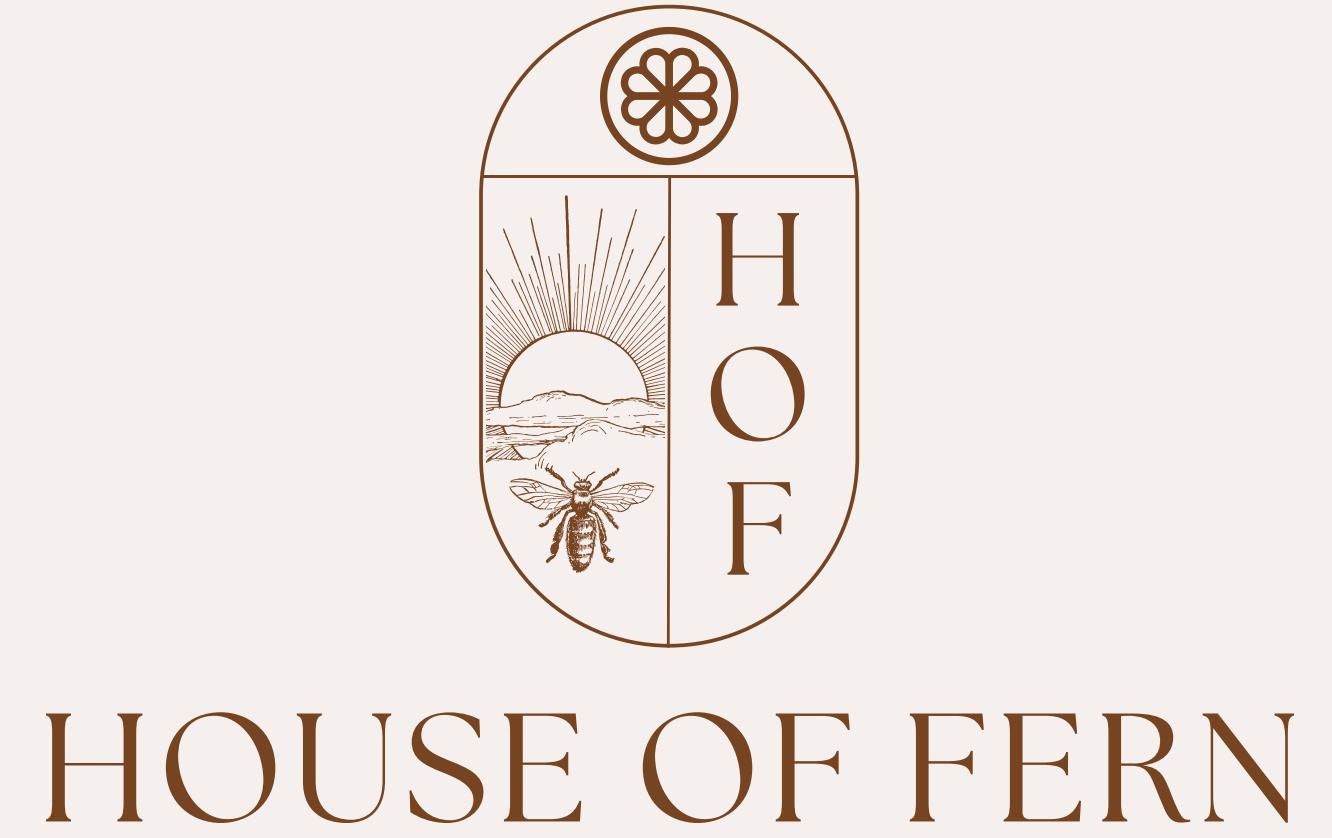
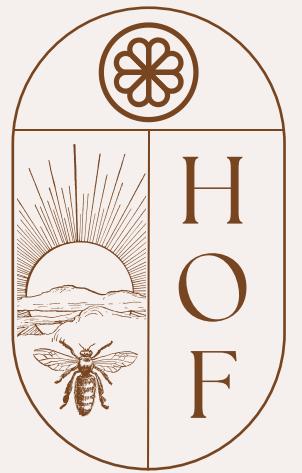


not a regular consultant  
**we are hotel guys,  
restauranteurs &  
creative directors.**



HOUSE OF FERN

Founded by a group of un-conventional hoteliers who brings a unique perspective to every project we embark on. Our passion for hotels, restaurants, and creative direction distinguishes us as a group that genuinely understands the complexities of the travel, F&B and entertainment business.



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contact

**concept development  
project management  
pre-opening management  
operations planning**

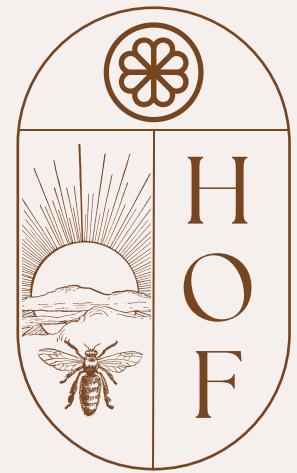
**brand positioning**

**marketing & commercial distribution  
branding & creative direction**

**events & entertainment**

**unorthodox thinking.**





# development

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## Site Analysis

Access & egress  
Dev. guidelines  
Zoning  
Adjacent uses  
Infrastructure  
Topography

## Macro Analysis

Political  
Economic & legal  
Demographic

## Tourism Analysis

Passenger arrivals  
Room nights  
Source markets  
Tourism receipt  
ALoS1  
Demand generators

## Market Analysis

Hotels  
Hotel apartments  
Branded residences

## Benchmark Exercise

Domestic  
Regional  
International

## Site Assesment

## Macro Overview

## Tourism Overview

## Market KPIs

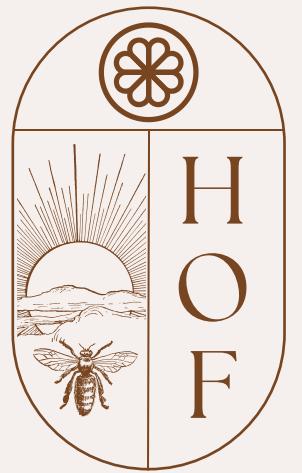
## Lessons Learnt

Overseeing the entire development process, from initial feasibility studies to concept development, architectural and design services, and final construction and operation. Feasibility studies assess the viability of the project, considering factors like market demand, competition, and financial projections. Concept development involves defining the hotel's theme, target audience, and unique selling points, shaping its architectural and design elements.

## Concept Definition

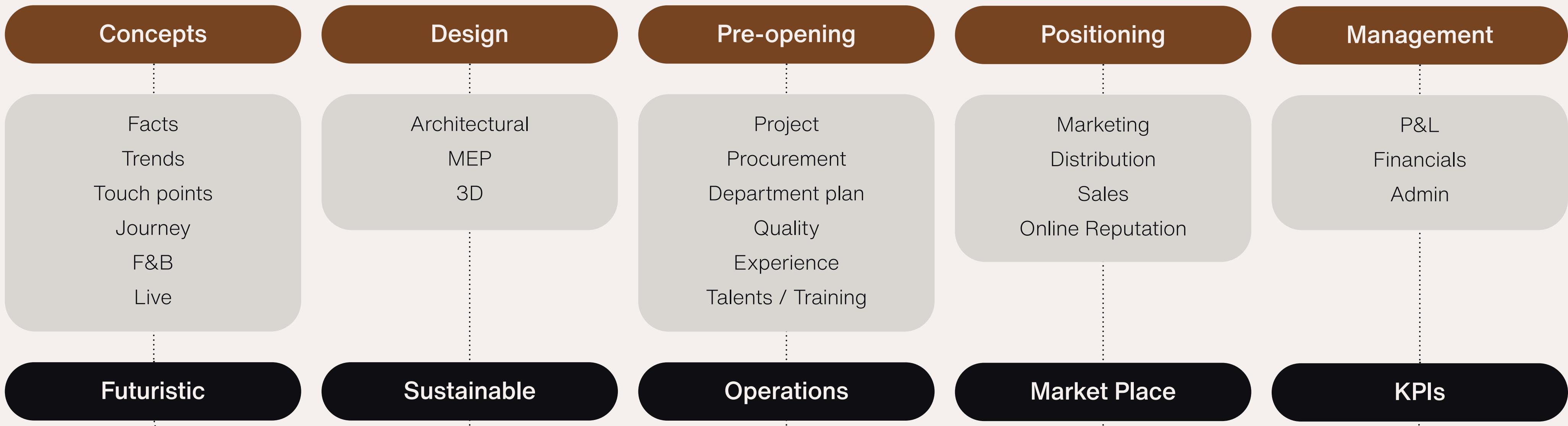
## Financial Analysis

## Viability Statement



# pre-opening / management

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**White-label Management:** This approach allows for a flexible and tailored management solution that aligns closely with the owner's vision and objectives.

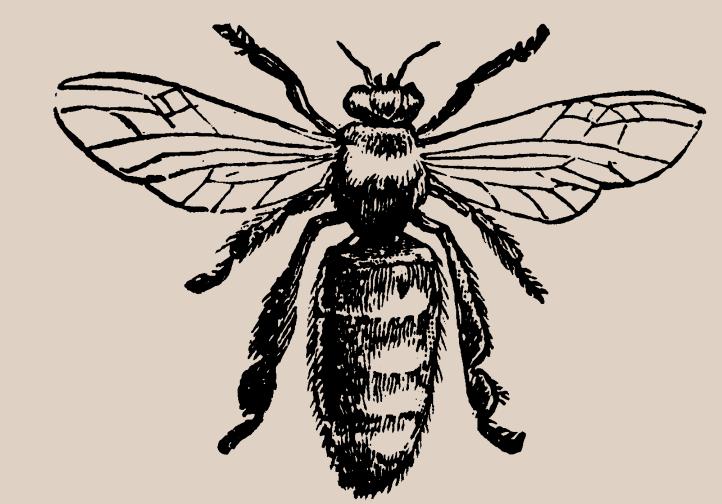
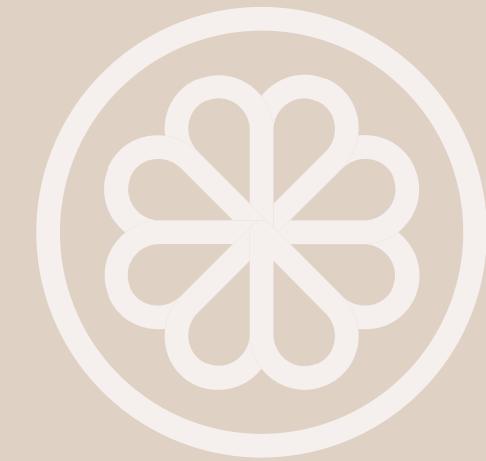
**Our Hotel Brands:** Our brands provide meticulously curated experiences and community-driven ideas, such as urban lifestyle options, collaborative co-working and co-living spaces, flexible hybrid hostels, and cozy boutique resorts.

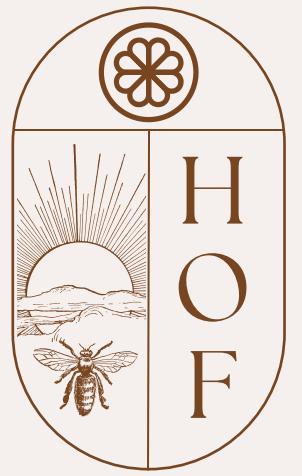
**Our F&B Brands:** You can choose from sophisticated and contemporary choices, lively and energetic experiences, laid-back and comfortable environments, as well as casual and rustic settings.

**we** visualise.

**WE**  
**CREATE.**

**we** evolve.





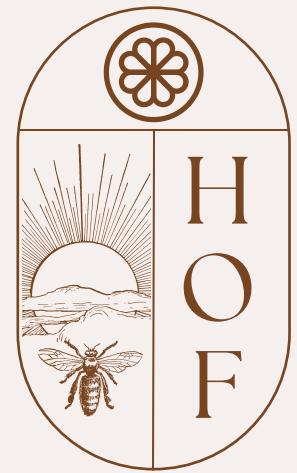
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2024



## Developing Food and Beverage Concept

Food and beverage play an integral part of any hotel or a restaurant. However, many fail to identify that it's not merely the presentation of a dish or a drink but rather the experience that sets them apart from the rest. We will assist you in developing unique concepts designs and settings to highlight the experience whilst integrating values of taste and quality.



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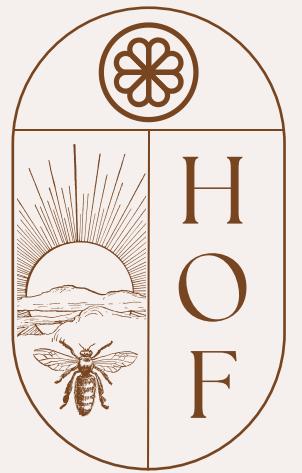


## Interior Design

The exterior and interior is of paramount importance as the ambience should deliver comfort, relaxation and beauty to the guests. We are committed to design the desired look and feel of our clients whilst meeting the expected standards and allocated budgets and ensure that clients are able to achieve the maximum potential of their outlets.

**Analysis / Concept / Design / Technical Procurement**





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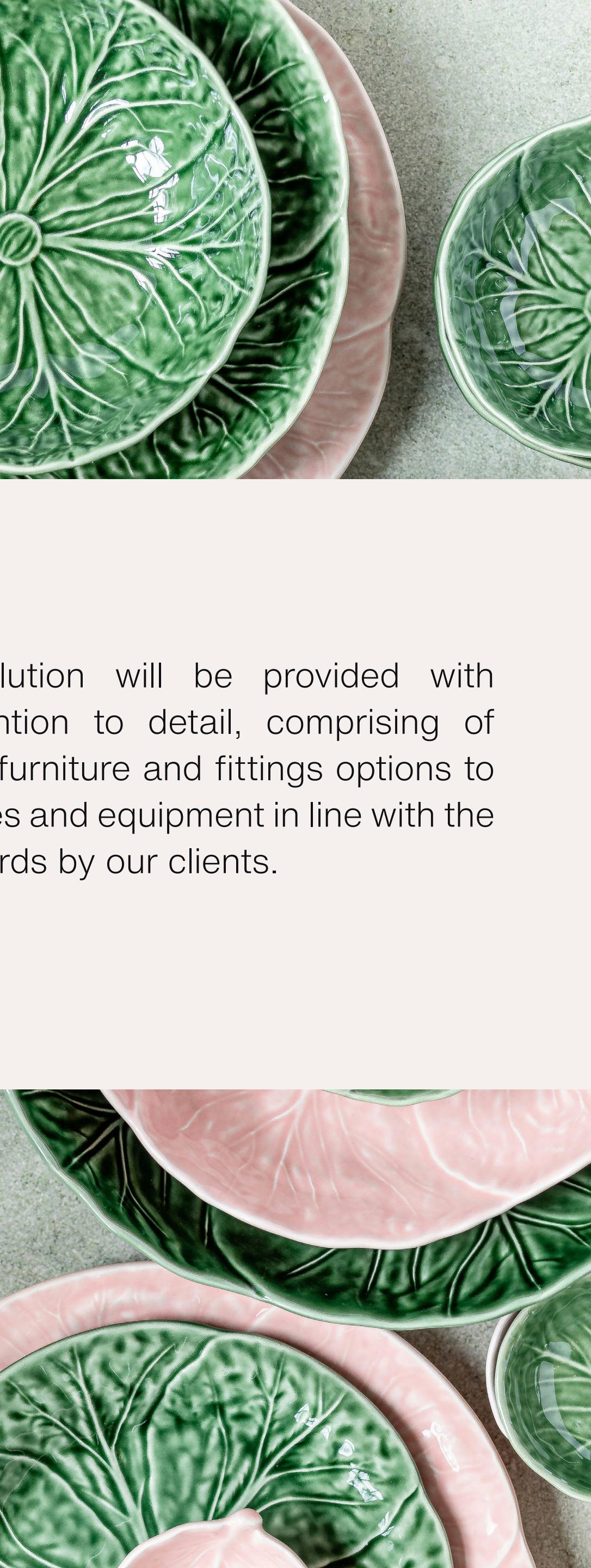
2024

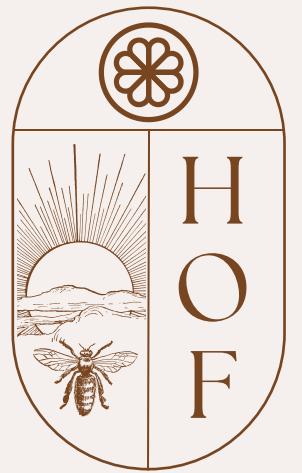


## FF&E OS&E

A complete solution will be provided with scrupulous attention to detail, comprising of everything from furniture and fittings options to operating supplies and equipment in line with the expected standards by our clients.

**Selection  
Suppliers**





# we get things done

## Administration

Our clients will have access to the latest hospitality management systems that will aid them in terms of forecasting, calculating expenditure and income, manage resources to the best interest of the business. will also assist the clients in costing, followed by cost control as well as with licensing.

## System Implementation

Whether it's a large or a small scale hotel restaurant, our team is here to assist you to devise an appropriate strategic point of sales (POS) system that will be selected and implemented based on the client's requirements within the given budget.

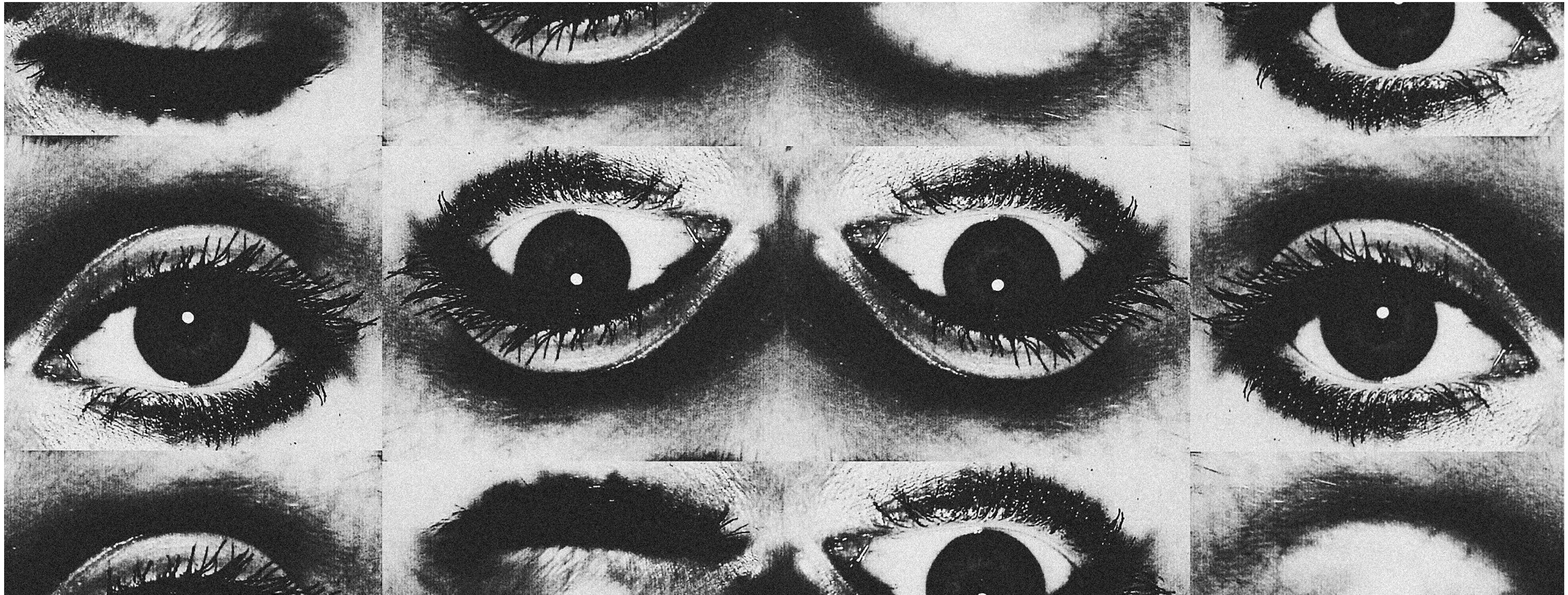
## Talent / Training

Being veterans in the hospitality industry, we will take it upon ourselves to train your staff with the immaculate art of standard operating procedures, service sequences, beverage training, food simulation and equipment familiarisation.

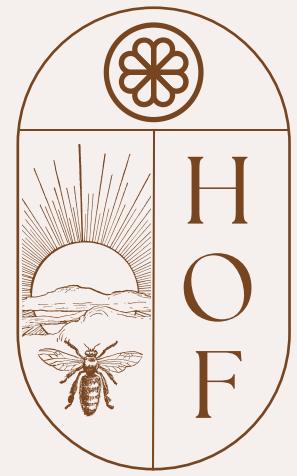
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creative agency



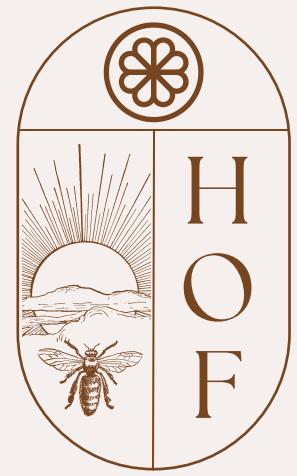
# direction & crew

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Creative direction sets the tone for the property's artistic vision and branding strategy, shaping its distinct identity and guest experience through carefully curated themes, styles, and narratives that resonate with the venue. Capture the hotel's features and ambiance, while script writing for video content conveys its story and offerings effectively. Production crews ensure high-quality production standards, contributing to a cohesive marketing strategy that entices guests to experience the hotel's hospitality first-hand.

Specialized talent  
Video production crew  
Photographers





# brand & storytelling

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Brand strategy  
Brand identity development  
Campaign strategy & development  
Digital advertising  
Social media management  
Content creation  
Email marketing  
SEO development  
PR strategy

2024

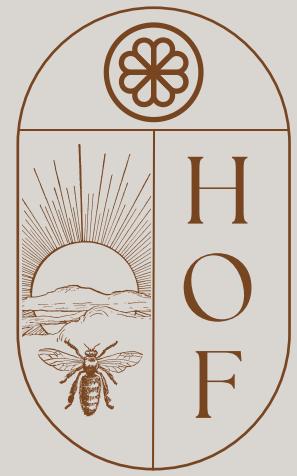




# the f&b.

Gone are the days of simple F&B.  
We're now dealing with the complex  
world of **day life & nightlife.**





# 1 space, 2 different scenes

a complete change of set up, lighting, sense, programming, activations, and curation

## *daylife*

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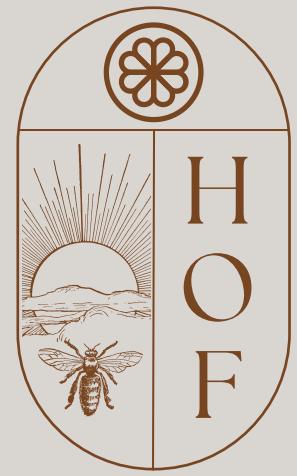
Revenue from food & drinks



## *nightlife*

Revenue from community & entertainment





# lifestyle x f&b activations

pottery x brunch



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tarot card reader x bartender



podcast x coffee



laundry x house party



kitchen takeovers  
x atelier



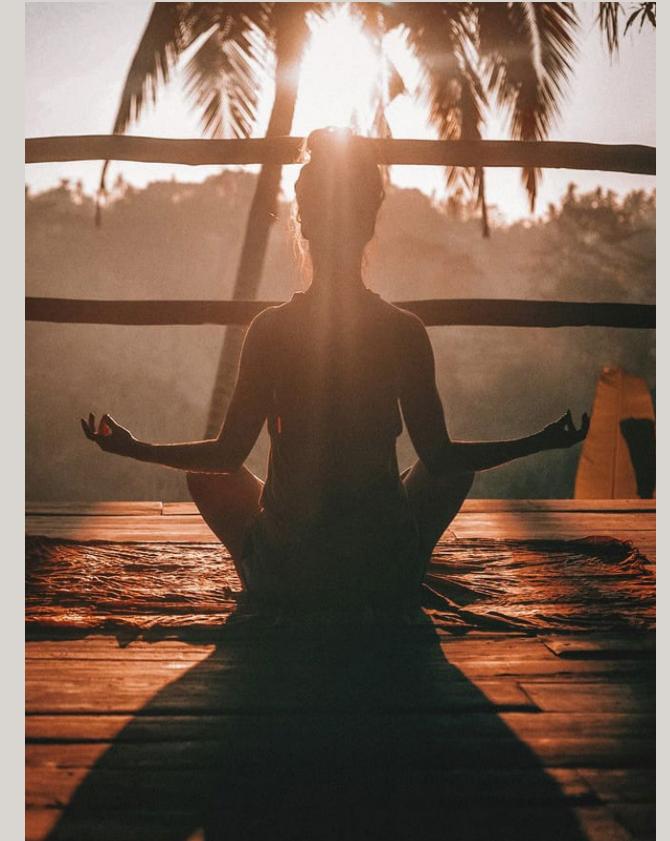
retro x supper club

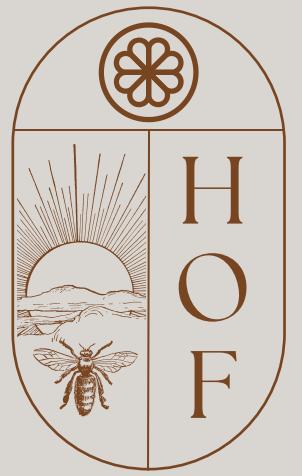


pet x day drinking



happy healthy hour  
x inflow





# music psychology

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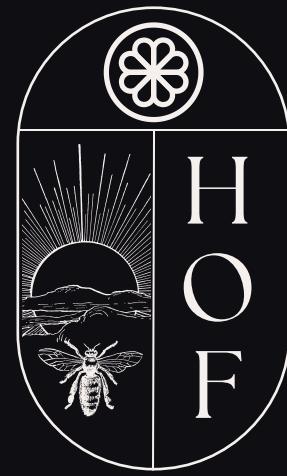
The connection between music and dining is very important thus creating the desired mood in any restaurant. The ambiance of any outlet is largely dependent on the music styling used, which can be devised to reflect and compliment the theme, concept and the dining experience altogether.

Music collection  
Software & hardware  
Easy controlling  
Library rotation  
Time zone playlist



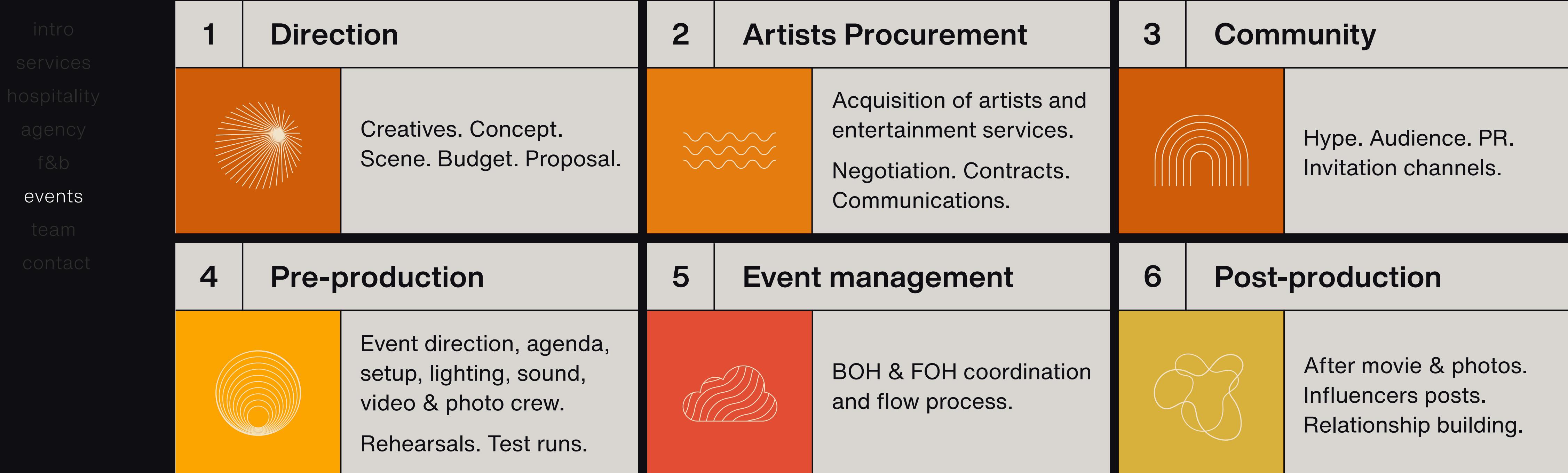
events  
events  
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events  
events  
events  
playbook

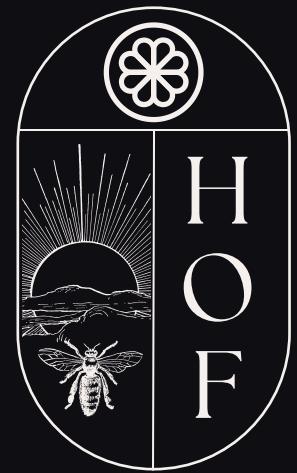




# we take events seriously

with end to end event management solutions





# artist procurement

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## entertainment

DJs  
Music curators  
Bands  
Performers



## f&b

Bar takeovers  
Chefs  
Open kitchen  
F&B stylists  
Baristas



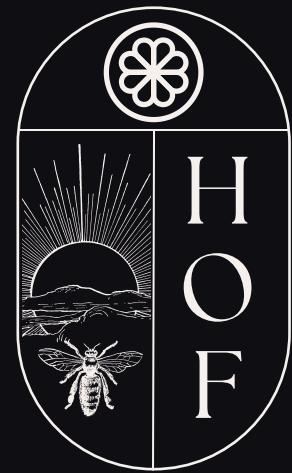
## wellness & lifestyle

Yoga teachers  
Retreats  
Famous surf instructors  
Wellness coaches



## personalities

Models  
Socialites  
Bloggers  
Motivational speakers



# how we connect

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## Hotel / F&B Venue

General Manager  
Director of Marketing  
Director of F&B  
Director of Events  
Executive Chef

## Proactive

Updates on regional and countrywide event activities, including artist presence in town.  
Facilitation of collaborations with brands and talents pre or post events.  
Connection with standalone outlets for talent takeovers.

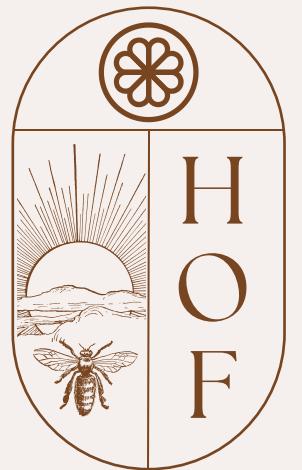


## Artist

International  
Locals

## Reactive

Exploration and procurement of unique artists and event requirements tailored to your needs.  
Advisory services on incorporating diverse elements to enhance event ambiance.  
Offer a variety of genre selections to suit your event preferences.



# team

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**Mario**

Chief Curation &  
Operations Officer

**Uwe**

Director, Commercial  
& Revenue

**Sheni**

Director, Finance

**Alessio**

Director, Design &  
Technicals

**Kate**

Director, Marketing

**Louise**

Director, Day &  
Nightlife (F&B)

**Maria**

Director, Wellness

**Lucas**

Director, Lifestyle &  
Community

**Vaish**

Head of Content &  
Creatives

**Chef Mee**

Director, Culinary

**Alison**

Director, Events &  
Programming

**Kyle**

Director, Creative  
& Branding

**Anthony**

Director, Influencer &  
Celebrity Management

**Penny**

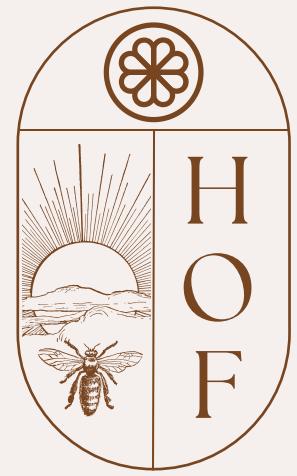
Manager, Event  
Productions

**Sia**

Music Curator

**Behzad**

Master of  
Beverage Arts



# bespoke impressions we made

from traditional brands to next generational brands



*Le* MERIDIEN



THE RITZ-CARLTON®

W  
HOTELS

CÉ  
LA  
VI

SOCIA|TEL



IHG® HOTELS &  
RESORTS



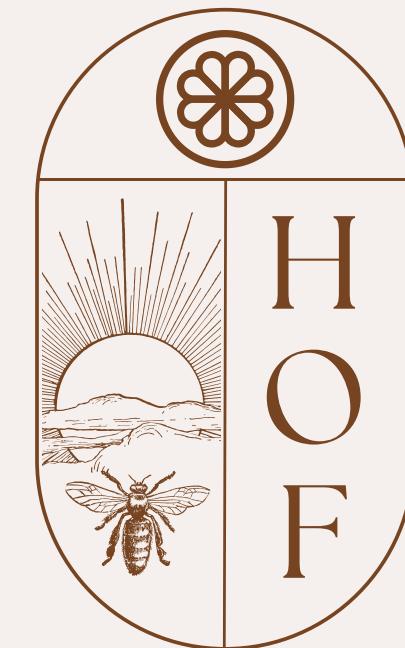
SCOOZI  
• URBAN PIZZA •

bodega  
Party Report

MARRIOTT

ANANTARA

SLUMBER  
PARTY  
HOSTEL & BAR



# HOUSE OF FERN

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