

## EASYHOTEL ANNOUNCES MOVE INTO FASHION

- Trademark corporate colour will be marketed as a paint called **Toasted Organic Sesame Dawn**
- New clothing range, known as 'glowthing', will capitalise on the brand's chic status



easyHotel, the super-budget hotel chain, is entering the worlds of interior design and haute couture with launch of a new paint range, an expanded range of fake tans and limited-edition designer fashions.

Orange has become a catwalk and High Street favourite this year, with most fashion brands stocking items in shades of orange.

Rachel McCord, Zendaya, Melania Trump, the Queen, Shelbie Tribble, Hannah Brown, Helen Mirren, Kate Moss and Meghan Markle have all been seen paying homage to easyHotel orange in their outfits in recent months.

The eye-catching colour has a long association with fun in European culture. In Europe and America, studies show that orange is the colour most associated with amusement, the unconventional, extroverts, warmth, fire, energy and activity.

# hôtelFacile

easyHotel is also expanding its signature fake tan range, with new orange shades, including Atomic Tangerine, Neon Carrot, Macaroni Cheese, Baseball Mitt, Smashed Pumpkin and Dangerous Snow.

The clothing range will include loungewear, underwear, swimwear and affordable formal mens' business attire for those wishing to make an impression at interview. The fashion label will be hôtelFacile, a French translation of easyHotel.

Huw Avtaby-Zho-King, head of style at easyHotel, said: "We've always had a reputation for entrepreneurialism and delivering affordable accessibility, and adding fashion to our range of services seemed a logical extension. I have calls into all the major fashion houses. Noone is answering the phone to me, which is obviously an indication that they simply can't believe their luck."

Talks to arrange distribution channels for Flustered Donald are also at an advanced stage with major interior design businesses.

Stays at easyHotels cost as little as £19.99 per night, which frankly wouldn't get you much in Primark these days, let alone Dior. Despite the low price, easyHotels offer amazing comfort, chic rooms with ensuites in central locations, and ensure that plenty of money stays in your pocket to splash out on colourful clothing.

- Ends -

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## **Notes to Editors:**

[www.easyhotel.com](http://www.easyhotel.com) <http://ir.easyhotel.com>

easyHotel is the owner, developer, operator and franchisor of branded hotels. Its strategy is to target the super budget segment of the hotel industry by marketing "clean, comfortable and safe" hotel rooms to its customers.

## **Operating hotels**

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easyHotel's eleven owned hotels currently comprise 1,219 rooms, and it has a further 25 franchised hotels with 2,139 rooms.

## **Owned hotels:**

United Kingdom: Old Street (London), Glasgow, Croydon, Birmingham, Manchester, Liverpool, Newcastle\*, Leeds, Sheffield and Ipswich.

Spain: Barcelona

## **Franchise locations:**

United Kingdom: Edinburgh, London Heathrow, Central London, Luton, Reading and Belfast.

Europe: Belgium (Brussels), Bulgaria (Sofia), Germany (Berlin, Frankfurt, Bernkastel-Kues), Hungary (Budapest), The Netherlands (Amsterdam: City, Arena & Zaandam, Rotterdam, The Hague, The Hague Scheveningen Beach, Maastricht), Portugal (Lisbon), Switzerland (Basel, Zurich).

International: UAE (Dubai).

## **Hotel development pipeline**

The Company's committed development pipeline of owned and franchised hotels currently consists of:

## **Owned hotels:**

United Kingdom: Milton Keynes, Chester, Cardiff, Oxford\*. Subject to planning consent: Cambridge\*, Blackpool and Bristol.

Europe: Subject to planning consent: Ireland (Dublin), France (Paris-Charles de Gaulle Airport\*).

## **Franchise hotels:**

Europe: Spain (Malaga), Switzerland (Zurich, Basel), Netherlands (Amsterdam Schiphol Airport).

International: Iran, Sri Lanka, Turkey (Istanbul), UAE (Dubai).

\*Hotels under an operating lease.