Alan Faena lands with a luxury hotel in Dubai and "embassies" in 20 other cities

Alan Faena will take his brand to 20 cities around the world: the first destination will be Dubai, where he will open a hotel together with the Accor group.

Alan Faena announced new expansion plans for his Faena Group brand. The businessman plans to land in 20 cities and the first destination will be Dubai. To undertake the project, it partnered with Accor, the leading hotel group with more than 5,000 properties in 110 countries.

The goal is to create 20 "embassies" in different cities around the world where visitors can enjoy a "Faena experience". The first joint project is expected to open in 2023. "As Faena expands, we plan to continue creating innovative concepts, setting new standards for the industry, positively transforming cities, creating new cultural epicenters internationally," said Alan Faena who Together with Len Blavatnik, in 2000 he founded the company that managed to establish itself as a benchmark in luxury lifestyle.
Faena and Accor's first project, the hotel in Dubai, is expected to open in two years. The "embassies" are, in truth, cultural spaces. Each of the Faena districts is unique and anchored in experiences ranging from residences and hotels to artistic projects.

“We have found a perfect partner in Accor, we have a shared vision and passion. As Faena expands, we plan to continue rethinking the world of hospitality; shaping new innovative concepts and positively transforming cities. It has always been my dream to share Faena's spirit and artistic vision around the world, and with Accor we are making this dream come true,” commented Alan Faena.

Although no further details are known about the new hotel in Dubai, it transpired that the proposal, which will be completed in approximately two years, will be more impressive than that of Faena in Miami.
For his part, the president and CEO of Accor, Sébastien Bazin, was enthusiastic about the initiative: “We greatly value the energy and ideas that entrepreneurs, creators and visionaries contribute. Alan is a clear leader in the luxury lifestyle sector and his concepts are transformative.”

Furthermore, he pointed out: “The Faena districts are changing the gravity centers of the cities in which they are located, which makes a real difference and added value to their communities. We look forward to a long and promising future working with Alan, Len and the entire Faena group.”

This new association will manage Faena Buenos Aires and Faena Miami Beach, which was recently named the number one hotel in Miami and number two in the United States. Additionally, it was also named the twelfth highest rated property by Condé Nast Traveler publication readers in its 2020 Readers’ Choice Awards. The alliance will also manage future collaborative projects.

The Accor group has one of the most diverse hotel ecosystems in the industry. The firm encompasses luxury and premium brands, mid-range and budget offerings, entertainment and nightlife venues, restaurants and bars, private residences, shared accommodation properties, concierge services, and coworking spaces, among other endeavors.