

## Accor adds to its lifestyle arsenal with Faena deal

By [Jeff Weinstein](#) on 1/27/2021

Accor on Tuesday added to its growing arsenal of luxury lifestyle brands by announcing a global strategic partnership with Alan Faena and Len Blavatnik of Faena Group to globally expand the Faena hotel brand. Dubai is slated to be the first international destination.

The new venture will manage Faena Buenos Aires and Faena District Miami Beach, as well as all future projects created in collaboration together.

Faena Group, founded in 2000, is known for developing socially responsible, holistic environments, anchored in cultural experiences, ranging from residences and hotels, art and cultural spaces.



The pool at the Faena District in Miami Beach

"Accor is building an experience-based hospitality platform and in doing so, we greatly value the energy and ideas that entrepreneurs, creators and visionaries bring," said Accor Chairman and CEO Sébastien Bazin. "Alan Faena is a clear leader in the luxury lifestyle sector with his transformative concepts. Faena Districts are shifting the gravitational centers of the cities where they reside, making a true difference in their communities. These will serve as our model as we work hand-in-hand with the Faena team to help achieve their vision and global expansion ambitions."

Faena said in a press release, "We have found in Accor a perfect partner; we have a shared vision and passion. As Faena expands, we plan to continue rethinking hospitality lifestyle and shaping the path for groundbreaking concepts, setting new industry standards in the creation of inimitable environments rooted in culture, positively transforming cities, shifting old paradigms and becoming new international cultural epicenters. It has always been our dream to share the Faena ethos and artistic vision around the globe, and with Accor we are turning this dream into reality."