



VASSA HOTELS

VASSA

“I truly believe luxury is doing simple things right in a non-complicated way and service has to be genuine from the heart-not a branded approach.”

- Vassa




VASSA HOTELS

Vassa brand is the prominent International Russian luxury fashion brand.

Since 2000, Elena Vassa launched her ready-to-wear line, and since then, Vassa is the most celebrated name in the niche fashion. Vassa & Co., the company, has shown collections at New York, London, and Russian Fashion Week where the brand received flying colours media reviews, with prominent celebrities like Ivanka Trump, Olga Vilshenko, Florence Welch - face of Gucci, Sarah Jessica Parker wears the brand's outfits at the presentation and Anne Hathaway at the film premieres.

VASSA

Vassa prioritizes sharpness and minimalism; her silhouettes are consistent with those you may see on artistic types roaming the streets of downtown Manhattan. Vassa draws on polarities as her trademark: asceticism and sensuality, hedonism and spirituality, geometry and entropy, the contrast of texture and form, black and white. Vassa's passion and strive for excellence with a consistent brand-building strategy enhanced by emphasizing the unique silhouette and uncompromisingly high quality.



VASSA HOTELS




VASSA HOTELS
THE ULTIMATE LIFESTYLE


Stunning Collection
Handpicked Hotels & Homes


VASSA LIFE
IT'S ABOUT YOU



VASSA HOTELS

IT'S ABOUT YOU

VASSA lifestyle hotel management company.

VASSA Hotels launching 2 brands – Vassa Hotels, and Vassa Life – both brands connects to heart, mind and soul.

VASSA Hotel's team of international luxury hoteliers, we will empower small operators, hotel owners, and travellers' worldwide to rethink and streamline the entire hospitality infrastructure.

VASSA Loyalty is rewarded with TravolierGOLD award-winning loyalty program, where member's earn Gold for loyalty – with the power to exchange Gold points with over 500K hotels & 700 airlines.

VASSA's robust booking/sales, distribution and operation management infrastructure to improve the productivity and profitability while enhancing the guest's experience.

A WORLD OF INFINITE EXPERIENCES


VASSA HOTELS



STUNNING COLLECTION

An collection of boutique hotels, executive clubs, and homes. Stunning Collection's Hotels & homes are handpicked to match the purpose of your journey. From the little-known boutique hotels to the prominent landmark hotels, every property in our collection is exceptional & unique.

Each boutique hotel is a champion on its own!

Each hotel in the collection is unique. Members celebrate brand- like experiences across the collection. The stunning team creates enchanting stories to establish an engaging market presence - and the revenue team ensures hotel yields as per the market fair- share.

Stunning Collection curates only executive club rooms from the prominent hotel to extend the boutique hotel's experience for all the Stunning guests.



*AN BRAND LIKE EXPERIENCES
WITH AUTHENTICALLY
LOCAL CHARACTER*



VASSA HOTEL'S PHILOSOPHY



Vassa brand is a definition of fashion, elegance, and minimalism.

Vassa Hotels extend these sensibilities to hospitality. Vassa Hotels concept is confidence and attractiveness; it appreciates the freedom of self-expression and its unique style. It disproves the idea that perfect quality is inaccessible. The combination of classics with innovative ideas creates a signature image, reflecting Vassa hotels' special character. The hallmark of Vassa hotels is the love for minimalism and geometrical clarity. The combination of these two elements defines the structure, geometry, and architecture of the brand. Strategic angles and linear details add toughness and strength to the interior.

Vassa believes luxury is for everyone; luxury is in simplicity and derived from natural elements. Vassa's service culture recognizes every guest as unique individuals and matching the service delivery to fit the individual needs and expectations with flair.

VASSA *LIFE BRAND*



VASSA Life for millennials who celebrates lifestyle.

VASSA Life focused on social lifestyle with, futurist experience and product offerings.

VASSA Life desire unconventional settings and experiences, seamless technology, coworking amenities, and an emphasis on local food, design, and culture.

VASSA gaming to virtual reality we got it all covered.

VASSA *OFFERING*



VASSA brand is about you and lifestyle - from the soul, culture to style.

VASSA experience is about giving a unique personal touch that leaves the all-life impression and memories.

VASSA attitude, dedicated to the proposition that everyting is possible.

VASSA an Award-winning loyalty program with a frictionless booking technology.

VASSA concierge offers members unparalleled access to exclusive experiences limited only by their imagination.

Two unrivalled brands.
VASSA HOTELS
VASSA LIFE



VASSA *FUNDAMENTALS*



Minimalism, geometrical clarity with spiritual connectivity.

Seamless intergraded technology for nonintrusive service.

Spirited and intuitive service; with an authentic bespoke experience.

Creating a vibrant destination to a fashion, art & culture hub.

Futuristic engaging entertainment for new-gen.

From winning community hearts to a going-green.



*OUR SUCCESS IS
WHEN EVERYONE WINS TOGETHER -
GUESTS, COLLEAGUES,
HOTEL OWNERS & BRANDS.*



A black and white artistic photograph. In the foreground, a glass jar is partially filled with water, with several large, clear water droplets suspended in the air around it. In the background, a cork stopper is visible, resting on a dark surface. The overall composition is dramatic and high-contrast.

LET'S TALK

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