

W Hotels Worldwide, the fastest growing luxury hotel brand in the world, today unveils its latest wonder in the West with the grand opening of **W Scottsdale Hotel & Residences**. The highly anticipated W Scottsdale features 224 luxurious guest rooms, including 27 suites with breathtaking views of the desert landscape, 18 lavish penthouse residences, glamorous pool and 13 stylish, private cabanas, a calming Zen Garden, 10,000 square feet of indoor and outdoor ultra-modern event and meeting space, a state-of-the-art fitness center, a full-service WIRED business center and W Hotels' signature Whatever/Whenever concierge service. This innovative new hotel strikes the perfect balance between urban sophistication, sultry style and desert-inspired chic design, offering global guests and local insiders a modern city escape.

Owned and developed by

Triyar Companies, LLC

, W Scottsdale will introduce four firsts to Arizona with the opening of the state's first W Hotel, **Bliss**

spa,

Sushi Roku

and

W Hotels The Store

retail shop. Ideally located near one of the most enviable corners in Scottsdale, the hotel also features three chic new bars,

Shade

and

sunset.beach

, as well as the Living Room lounge, creating an exclusive destination for work or play.

"Today we proudly unveil the new W Scottsdale, combining leading-edge, contemporary design and urban sophistication, including innovative solutions that create the ultimate world of wow for our guests," said Eva Ziegler, Global Brand Leader, W Hotels Worldwide and Le Méridien Hotels & Resorts. "With the opening of W Scottsdale, W Hotels brings a vibrant new destination to the Southwest, offering a unique and buzzing lifestyle experience to the more traditional resorts for which Scottsdale is known."

Located one block east of Scottsdale Road on Camelback Road, the hotel's exterior design promises to modernize the architecture of downtown Scottsdale. W Scottsdale's all-glass shell and moveable exterior shutters transform the look of the hotel during both the day and night. Unique water features are a focal point of W Scottsdale's architecture, setting the stage for multiple design moments throughout the property. The second floor outdoor space acts as the social centerpiece of the hotel, featuring an alluring pool directly above WHEELS (valet) with four large, round glass portholes allowing guests in the porte-cochere below a sneak peek at swimmers above. Other features include the Shade and sunset.beach destination bars and inviting, private poolside cabanas. A natural stone and reflective glass art wall in the hotel's entryway, designed by artist Otto Rigan, captures the essence of Arizona's surrounding desert landscape.

“We had always envisioned bringing a uniquely-designed lodging, residential and entertainment experience to Scottsdale,” said Steven Yari, Principal, Triyar Companies. “W Scottsdale is a true mixed-use project blending luxury lodging, residential, dining, spa, retail and entertainment. It combines state-of-the-art facilities and services with elements of a resort environment to create the ideal urban retreat and lifestyle residential experience. There are plenty of local resorts in which to relax. The difference is – the W in downtown Scottsdale provides a resort experience while being in the center of it all.”

Sushi Roku, a venture of Innovative Dining Group (IDG), will serve as W Scottsdale’s signature restaurant. Known for pioneering the concept of serving sushi in a sleek, sophisticated environment, worthy of one of the most artistic and sensual cuisines in the world, Sushi Roku restaurants are like no other sushi bars in the world. While a lively, chic scene is a Sushi Roku signature, each location successfully retains the soulful tranquility of a Zen Garden. The non-traditional approach to dining offers W Scottsdale’s guests rare and exotic specialties, enhancing their overall culinary experience.

“Bringing Sushi Roku to Scottsdale was such a natural fit for the concept,” said Lee Maen, Partner, Innovative Dining Group. “We fell in love with the people, the progressive nature of the city and the picturesque surroundings, and we are confident that Sushi Roku will offer diners a unique and memorable experience.”

The décor of Sushi Roku is as unique as the restaurant, featuring a wall of suspended solid concrete core spindles lit from below, which act as a backdrop to the glowing dining room. Large natural boulders, teak floors and ceilings, oil rubbed bronze metal detailing and water and fire elements enhance the overall visual experience. The second floor patio, located adjacent to the pool, acts as an intimate outdoor space with room for everything from a romantic dinner for two to celebrations and social gatherings for 50. Sushi Roku’s vast and colorful menu offers an array of fresh sushi, luscious salads, specialty appetizers and an extensive selection of signature entrees. The full-service bar features a large selection of hand-picked hot and cold sakes, Asian-inspired martinis, and an extensive wine list.

Triyar Entertainment, a division of Triyar Hospitality LLC, will operate W Scottsdale’s chic new social hot spots, Shade and sunset.beach, as well as the Living Room lounge. Shade, the desert-inspired indoor-outdoor lounge, has been designed with a mix of fire and water elements, creating the perfect balance between the Arizona heat and desert cool. Available to W guests and local W loyalists daily, Shade features a menu by Innovative Dining Group as well as VIP table service that will offer fresh fruit mojitos, martinis and world-class champagnes. The poolside lounge, sunset.beach, brings the allure of the beach to the desert climate of Arizona.

Lined by private, stylish cabanas, sunset.beach gives guests access to personal poolside servers, cool cocktails, a fire pit, the latest technology offerings and more. As the evening approaches, W Scottsdale's Living Room features a full-service bar complete with a signature martini menu and bottle service while DJs spin an eclectic mix of euro-inspired beats.

Bliss spa, the massage and facial mecca, brings a fun, 'no-attitude' atmosphere to Scottsdale with its signature menu of over-the-top spa services and legendary brownie buffet. Marking the brand's debut in Arizona, Bliss Scottsdale boasts 4,000 square feet of tension-fighting facilities, featuring a retail beauty boutique, two manicure and two pedicure stations, seven treatment rooms, and men's and women's lounges. Trademark touches – including a cleverly compiled menu of super effective services and rhythm and blues tunes – set a fun, upbeat tone. In addition, W Scottsdale guests and residents can look forward to 'BIP' perks, including sinkside Bliss amenities, in-room and priority booking through blissage75-booking concierges, waxing and wake-up calls, triple oxygen treatments, and turn-down service.

"With the opening of Bliss Scottsdale, we are providing a stress-relieving, tension-taming, urban oasis to Scottsdale residents and enriching W Hotel guest's overall experience," stated Richard Dantas, president, Bliss. "Expect signature Bliss, super-effective treatments in a fun, uncontrived, no-attitude atmosphere, at the core of Bliss Scottsdale."

All guest rooms and suites at W Scottsdale feature high-speed internet access, an MP3 clock radio/docking station, 37-inch flat screen TVs and the W brand's signature bed featuring a feather-top mattress, 350 thread-count Egyptian cotton sheets and a goose down comforter. In addition to W Hotels' signature services, such as inspiring wake-up calls and the pet-friendly P.A.W. (Pets Are Welcome) program, W Scottsdale offers the W brand's exclusive Whatever/Whenever® service, the hotel's 24-hour concierge service, offering guests whatever they want – from private jet service to courtside basketball tickets – whenever they want it.

W Scottsdale's exclusive amenities also include a state-of-the-art SWEAT techno-gym with the latest in cardio, strength and free-weights exercise equipment. For guests looking to stay in touch, the hotel's WIRED business center offers travelers a place to connect to friends, family and clients around the world.

W Scottsdale Residences offer all of the W Hotels signature comforts, including its Living Room experience where guests can socialize while sipping cocktails. Offering the ultimate in urban resort living, the 18 exclusive penthouse residences afford owners a combination of stylish one and two bedroom condominiums with all the comforts, services and amenities available to hotel guests.