

Brassbell Hospitality Group Launches «Fanaya Hotel» in Jeddah — Introducing a New Art-Driven Lifestyle Destination in Saudi Arabia

Jeddah, Kingdom of Saudi Arabia — 16 November 2025

Brassbell Hospitality Group has officially entered the Saudi Arabian market with the opening of Fanaya Hotel in Jeddah, the first property of the brand globally and the beginning of a multi-phase expansion strategy across the Kingdom. This launch comes at a pivotal moment for the Saudi hospitality sector, which continues to evolve rapidly toward design-focused, culturally attuned, and lifestyle-driven destinations in line with the Kingdom's broader transformation.

Fanaya represents far more than the opening of a new hotel; it is the inaugural step in a wider regional roll-out that includes new hotel concepts, locally integrated development partnerships, and experiential hospitality models inspired by the cultural identity and narrative of each Saudi city. Through this expansion, Brassbell aims to play a meaningful role in shaping the evolving hospitality landscape of the Kingdom, delivering destinations that combine authenticity, creativity, and innovation.

The launch reflects Brassbell's commitment to developing contemporary, design-led hotels grounded in global operational standards while honoring the cultural fabric of each city. Fanaya Jeddah serves as the foundation upon which future lifestyle destinations will be built, including projects currently under negotiation in Riyadh and other major Saudi cities.

A New Chapter in Saudi Arabia's Contemporary Hospitality Movement

Fanaya introduces a fresh perspective on lifestyle hospitality in the Kingdom. Drawing its name and essence from the Arabic roots of *fan*, *fanni*, *fann*, and *fannaya*, the brand embodies a world where creativity, craft, and humanity converge. Fanaya merges local heritage with contemporary design principles, presenting a meticulously crafted, locally inspired hotel experience that transcends traditional hospitality.

Spaces Designed to Celebrate Culture, Creativity, and Community

Fanaya blends artistic sensibility with everyday hospitality across a collection of thoughtfully curated spaces designed to foster connection, inspiration, and cultural expression:

- **The Collectors' Lounge** — a curated salon that serves as an art gallery, social living room, and cultural touchpoint for both guests and the community.
- **The Atelier** — a flexible, ever-evolving studio hosting exhibitions, artist residencies, and creative workshops.
- **The Supper Club** — an intimate shared dining experience that encourages conversation and meaningful interaction.
- **The Courtyard Café** — an open, neighborhood-oriented café celebrating Jeddah's culinary heritage with a contemporary twist.
- **The Rooftop** — an open-air venue for cultural nights, DJ sessions, stargazing evenings, and creative programming under the Jeddah sky.

An Artistic Identity Crafted by Kanjo Design House and Creative Partners

The artistic and aesthetic identity of Fanaya is anchored by a comprehensive design vision led by **Kanjo Design House** in Cairo — the lead creative partner behind the hotel's conceptual and interior design language.

Kanjo played a central role in forming the hotel's visual personality: layering textures, materials, and spatial narratives to create an environment that feels like a living artwork. Their influence extends beyond furniture and finishes to the overarching visual coherence of the hotel, ensuring that every corner reflects the philosophy of *Fanaya* — a seamless interplay between culture, form, and sensory experience.

Supporting creative partners added further depth to Fanaya's cultural atmosphere:

- **Kahhal 1871** — crafted bespoke rugs rooted in local narrative and textile tradition.
- **Noura Hakim** — designed a balanced lighting journey that highlights materials, textures, and art pieces with refined sensitivity.
- **Safarkhan Art Gallery** — contributed contemporary installations that merge heritage with expressive modern storytelling.

Together, these collaborators shaped Fanaya into an immersive cultural refuge — a place where art is not displayed, but lived.

Fifty-One Artistically Crafted Suites — The First Expression of the Fanaya Brand

Fanaya Jeddah is the **first property in the global Fanaya collection**, defining the brand's identity and setting the standard for its future expansion. Each of the hotel's **51 suites** is crafted as a unique chapter in a larger narrative, presenting the tactile and conceptual language of the brand through deliberate, thoughtful design.

The suite collection includes:

- **39 Executive Suites** inspired by the spirit of movement, simplicity, and exploration.
- **3 Signature Suites** offering refined elegance grounded in local cultural cues.
- **8 Superior Suites** featuring elevated materials, lighting compositions, and curated art selections.
- **1 Exclusive Royal Suite** — the pinnacle of Fanaya's design story, where the essence of the brand unfolds at its fullest.

This narrative is tied to *the unnamed traveler* — the symbolic muse of the brand, a wanderer who collects not objects, but cities, memories, stories, and formative experiences. Jeddah becomes the **first chapter of his journey**, a city that inspires, embraces, and opens the door to future destinations in the Fanaya portfolio.

Fanaya Jeddah establishes the conceptual blueprint and design language that will guide all upcoming Fanaya properties — serving as the foundational reference for the brand's artistic and experiential identity.

A Strategic Step Within a Broader Expansion Plan in the Kingdom

Fanaya responds to a clear need within Saudi Arabia's evolving hospitality market for destinations centered on culture, creativity, and community. Its identity — developed locally by **WTL Agency** — captures the essence of the Saudi creative movement within a design-driven, globally relevant framework.

In parallel with the launch in Jeddah, Brassbell Hospitality Group is in **advanced negotiations for two new Fanaya locations in Riyadh**, further reinforcing its commitment to establishing a long-term presence in the Kingdom and contributing to the growth of its cultural and lifestyle-hospitality ecosystem.

Executive Commentary - Brassbell Hospitality Group:

Ahmed Ibrahim, CEO and Chairman of Brassbell Hospitality Group, stated:

"Our entry into the Kingdom of Saudi Arabia marks a pivotal moment in Brassbell's regional journey. Saudi Arabia is today one of the fastest-growing and most innovative hospitality markets in the Middle East. With the launch of Fanaya in Jeddah, we are laying the foundation for a network of lifestyle destinations that reflect the Kingdom's cultural identity and align with the ambitions of Vision 2030."

He added:

"Fanaya Jeddah is only the beginning. We are already progressing toward expansion in Riyadh and developing new concepts that will enrich the sector and elevate contemporary hospitality standards in the Kingdom. Our vision is clear: to be an active partner in shaping the new Saudi hospitality landscape through destinations that seamlessly blend art, experience, and community within a fully integrated operational model."

About Brassbell Hospitality Group

Brassbell Hospitality Group (BHG) is a next-generation hospitality and lifestyle developer-operator based in Egypt, with an expanding footprint across the region. Focused on transforming real estate into exceptional, experience-led destinations, BHG operates a vertically integrated model that spans development, design, operations, technology, and asset management — offering end-to-end solutions that align creative vision with commercial performance.

Its portfolio includes boutique hotels, branded residences, and serviced apartments in key markets across Egypt and the region, with active properties in Cairo, the North Coast, and Jeddah. In addition to operating assets, Brassbell is a concept curator and brand creator, developing original hospitality IPs that respond to evolving travel, wellness, and lifestyle trends.

Technology and innovation are central to BHG's operating model, with smart, data-driven platforms that enhance efficiency, scalability, and guest experience. From reviving heritage landmarks to building new coastal retreats, Brassbell delivers hospitality with soul, precision, and long-term value.

As one of the region's most dynamic and design-forward players, Brassbell is shaping the future of hospitality in Egypt and the wider Middle East — rooted in place, powered by innovation, and driven by impact.

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