

## TRAVEL AND HOSPITALITY

# Nobu to develop luxury residences in Bangkok

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*The project will include dozens of high-end homes once completed. Image credit: Nobu*

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

Global hospitality group Nobu is celebrating a grand opening.

In the wake of a Bangkok restaurant launch this week, the company is solidifying plans to procure its first residential project in Thailand. Nobu Residences Bangkok, developed in collaboration with Thai real estate firm Asset World Corporation, will feature 60 high-end units.

"We are thrilled to expand our partnership with Asset World Corporation and introduce Nobu Residences to Bangkok," said Trevor Horwell, CEO of **Nobu Hospitality**, in a statement.

"With its prime location near the Chao Phraya River, this development offers residents an exceptional lifestyle experience in one of the world's most dynamic cities," Mr. Horwell said. "We are excited to operate all elements of the Nobu brand residences, hotels, and restaurants in this vibrant market."

## Breaking ground

Located on the 57th and 58th floors and rooftop of The Empire, the largest flagship lifestyle mixed-use office complex in Thailand, a sake ceremony welcomed Nobu Bangkok before its official Sept. 20 open.

Moving to Bangkok's East Asiatic Heritage Site on the same day, the developing partners broke ground on The Plaza Athine Nobu Hotel and Spa Bangkok. Its layout will match The Plaza Athine Nobu Hotel & Spa New York in the Upper East Side of New York City.

Short and long-term stays within Nobu Residences Bangkok's units will be available as a part of The Plaza Athine Nobu Hotel's bookable inventory. This means the individual luxury homes, located along the Chao Phraya River and offering amenities such as 24/7 concierge service, will stay off the market for now.

"We really appreciate the friendship and partnership we share with the Nobu family and AWC," said Wallapa Traisorat, president and CEO of Asset World Corporation, in a statement.



*Nobu has not announced a time frame for the hotel or residence's completion. Image credit: Nobu*

"Additionally, AWC is thrilled to deepen our long-term partnership with Nobu Hospitality through the launch of Nobu Hotel Bangkok, the first Nobu hotel with a residential concept in Thailand," Mr. Traisorat said. "Located near the Chao Phraya River, this development offers guests unparalleled luxury, featuring world-class amenities and services."

"The groundbreaking ceremony for The Plaza Athine Nobu Hotel and Spa Bangkok at the historic East Asiatic Company building also marks a momentous occasion in our shared journey to create iconic properties that redefine luxury living and enhance Bangkok's reputation as a premier global destination."

Earlier this year, Nobu announced its intention to expand within the Egyptian market, adding a third hotel and restaurant to its portfolio in Cairo ([see story](#)).

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