



# PARAGON HOSPITALITY

THE ART OF PERFECTION

LIFESTYLE

DESTINATIONS



HOTELS | ROOFTOPS | RESTAURANTS | CONSULTANCY





PARAGON HOSPITALITY

THE ART OF PERFECTION

LIFESTYLE

OPERATORS

Paragon are lifestyle operators that can create a destination out of current and new space in a sector that is truly under utilized but on the up. From Hotels to Roof Top Bars we can stretch the imagination and make the guest experience one to remember, delivering individual unique lifestyle spaces.

Only a few in this sector with the ability to both consult and operate. Paragon has experience of both setting up Hotels and Roof Top Bars across Europe and operating them coupled with international experience.

Luxury Guest experiences delivered in high end 5 Star Hotels & Rooftops. A small but well formed team that can deliver all aspects of the Hospitality journey from operating, marketing, social media through to culinary and finance.

**Paragon has it all and all hand selected.**

Lifestyle operators  
that can create a  
destination out of  
current and new  
space





## LEADERSHIP

## PERSONALITY



**Managing Partner**

**Adam  
Elliott**

[adam@paragonhospitality.co](mailto:adam@paragonhospitality.co)

Fifteen years in key leadership roles across a number of key markets from outsourced concepts from hotels and stadia to High Street concepts to venue management. He leads from the front, galvanises teams around him and clients do hold in high esteem. It is no coincidence that Melia are in discussions with Adam given their relationship whilst at The One Group.

Adam is highly committed and really does live and breathe his work. He understands the market, understands the consumer and how to engage to increase both spend and dwell time. In a market that has become dominated by retail concepts and process, Adam does still focus on almost old fashioned foundations to his business approach of strong client relationships, great service, great product and great teams/people.



**Managing Partner**

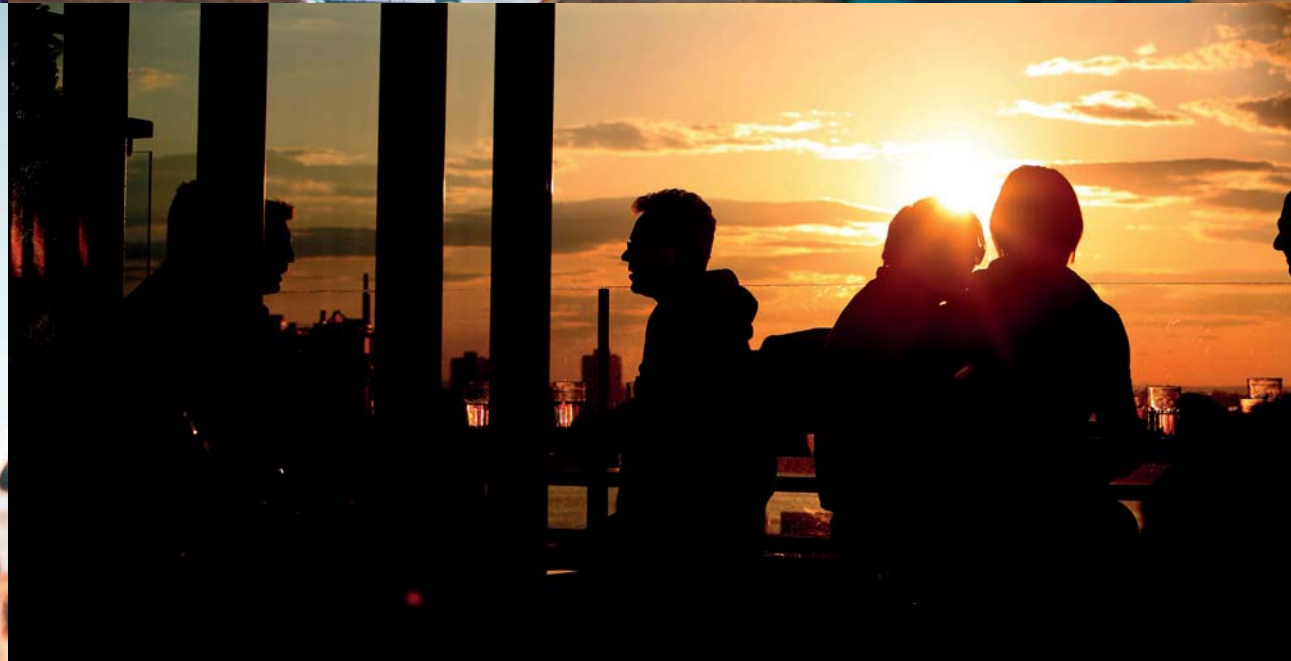
**Barry  
Vera**

[barry@paragonhospitality.co](mailto:barry@paragonhospitality.co)

Barry Vera is an accomplished chef, author and dynamic television & radio personality who enjoys sharing his passion for food, whether in the kitchen creating dishes, directing teams across the world, writing about his wonderful food-inspired experiences or sharing them on television.

Barry was Managing Director for Create an event caterer hosting over 700,000 covers per year in exclusive venues and locations and also winner of the Caterer of the Year for 2017. Prior to this he was Culinary & Creative Operations Director for The ONE Group Europe, Middle East & Asia, a New York based company that is rapidly growing in the US, UK and across Europe, the Middle East & Asia with its ME hotels and restaurant brands STK, Cucina Asellina, and Radio Rooftops. Barry has also worked in Cape Town South Africa, Melbourne Australia and was voted an Icon of Australian food by Vogue Entertaining & Travel.





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## GOING TO EXTREMES

From concept design up, we will take a space and redefine it into a luxury lifestyle destination. Generating the buzz we love about this business. We oversee the full fit out project and install the very best managers and staff to run it.

Take a space and  
redefine it into  
a luxury lifestyle  
destination.

For our own rooftops and bars we are looking not just at hotels. Our concepts can transform spaces in office blocks and urban regenerations schemes too. We're equally at home working with existing buildings or in new developments. And often, we're making things happen in places others have walked away from.

We don't do fixed ideas about what will happen. Every space means a new idea. We're simply committed to giving guests the unique memories that will bring them back for more. Fabulous food, beverages, entertainment and environment. We manage it all with an insane attention to detail, from kitchen to bar to ambience.

**Exploiting it all to the limit.**





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LUXURY

LIFESTYLE

Delivering  
experiences  
beyond the usual  
concepts of  
lifestyle and luxury.

We see spaces differently.

We see opportunities to take & stretch imaginations further.

As with Faberge crafting his eggs, we take a layered approach. Finishing every level to perfection. Giving every detail our total attention.

Creating destinations with no equal.

Delivering experiences beyond the usual concepts of lifestyle and luxury.

**Inspiring an appetite for more.**





**PARAGON HOSPITALITY**  
THE ART OF PERFECTION

## HOTELS

### MANAGED BEAUTIFULLY

Each location offers an individual lifestyle experience to their guests - we don't do the same thing twice. Working with us via a management contract, we will make sure everything that happens is designed around you. Working with your team at the venue, we can set up and operate these destinations down to the till receipt.

The operation we  
install will deliver  
the full promise  
of our destination  
concept.

Freeing you up to concentrate on the hotel's other opportunities. The operation we install will deliver the full promise of our destination concept. It will enhance your staff's skills by ensuring correct delivery. It will make financial sense for all of us.

**And most importantly, it will make the experience, the food and the beverages something incredibly special in a destination not to be missed.**





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## ROOFTOPS

## EXPERIENCE

From the hectic streets of London to one of the leading rooftops in the world, enter into a unique experience of the rooftop bar. Taking experiences from New York, Hong Kong, Singapore to Sydney with a European twist to London.

The rooftop bar will be a unique destination showcasing one of the best wine, champagne & cocktail list's around the world.

The bar will embrace the seasons for a year round destination.

**Strangers become friends. From the morning sun to sunset to the London night skyline.**

From the hectic streets enter into a unique experience of the rooftop bar.





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## RESTAURANTS

### REDEFINED LUXURY

We create the restaurant experience with flair and consideration, creating a redefined luxury for the customer experience, attracting not only the hotel guests but capitalising on the outside passing customers.

Making the restaurant a go to destination that is unique in character with the emphasis based on the quality of the food experience.

Understanding the importance of change throughout the day from breakfast to lunch, to dinner and all the bits in between. Creating a welcoming meeting place for everyone from the corporate traveller to friends and family.

**Fabulous food, beverages, entertainment. We manage it all with an insane attention to detail, from the kitchen, to the bar to the ambience.**

Making the restaurant a go to destination that is unique in character.







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## CONSULTANCY

## THAT COUNTS

We can work with you on a consultancy basis and use our skills to develop yours and maximise what your location can offer.

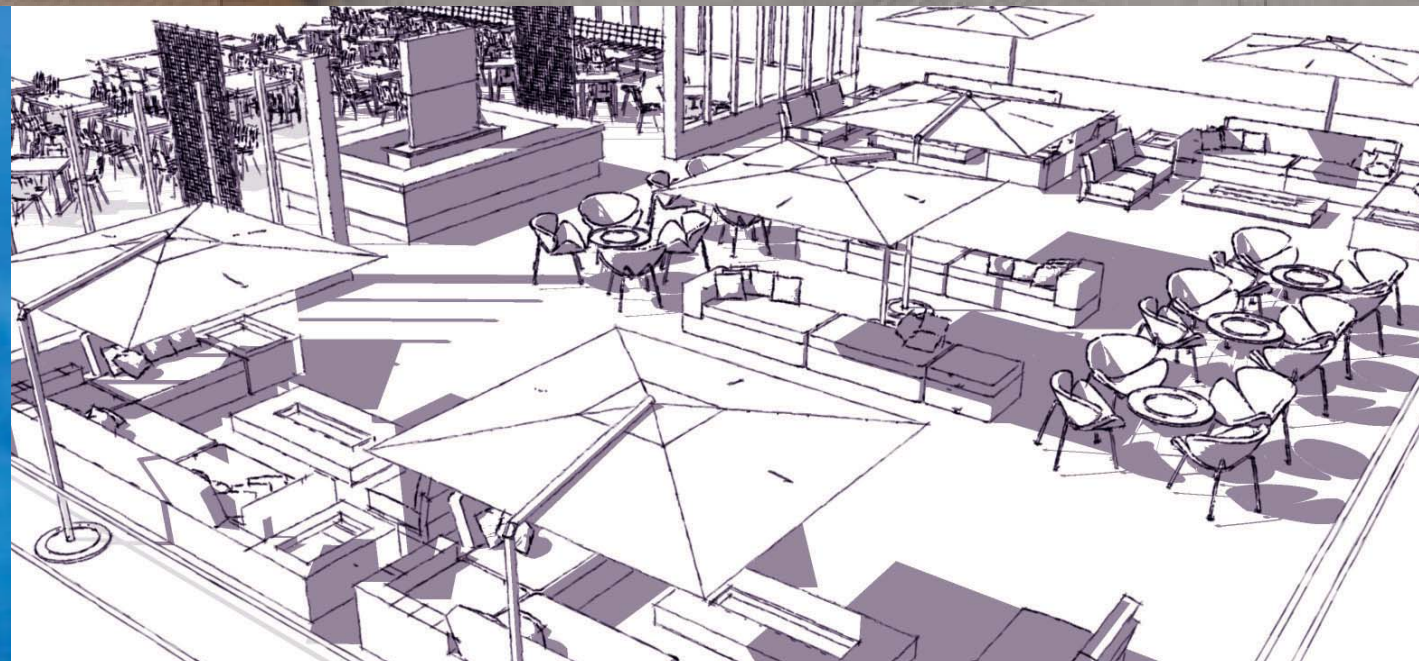
You might have a project that just needs some input to add a little extra polish. Or you could have a full refit and rebranding of a restaurant or rooftop or bar.

We can work on as much or as little of your project as you like. We're here to help.

We're happy to consult on everything from menu design to operational efficiency and from cocktails to marketing.

**Anything and everything involved in taking what was once under-used and transforming it into a unique and profitable lifestyle space.**

## IT'S THE EXPERIENCE THAT COUNTS



MANAGED  
BEAUTIFULLY

LUXURY  
LIFESTYLE

PERSONALITY

DESTINATIONS

PERFECTION

REDEFINED  
LUXURY

EXPERIENCE



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[www.paragonhospitality.co](http://www.paragonhospitality.co)



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