

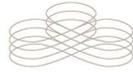
**HAMBURG AT ITS BEST -  
NEW LUXURY HOTEL TEAMS UP WITH LOCAL PARTNERS**

**Hamburg - November 1st, 2017.** An homage to the hanseatic city and a hotel for Hamburg's citizens – truly so as many products produced in Hamburg will find their place in the newly developed The Fontenay with its impressive lakeside location. "It is wonderful, that the hanseatic city is home to so many companies not only known locally, but also with international presence. It was a logical decision for us to use these beautiful local products in The Fontenay providing our guests with a richer authentic Hamburg feeling", says Managing Director Thies Sponholz.

At check in guests immediately encounter the writing instruments and desk pads from **Montblanc**, a company founded in Hamburg in 1906. In The Fontenay Bar, offering spectacular 320° panoramic views over Hamburg, and in the Alstersuite, two pianos from **Steinway & Sons**, with its only production site outside of America in Hamburg since 1880, will fill the space with melodic tones. The sales team has been outfitted with business dress and suits from **JOOP!** – the modern German cult fashion label with its show room in the hotel's neighborhood. On the three spacious balconies with breathtaking views over Lake Alster as well as on each of the private guest balconies, English inspired outdoor furniture from **Garpa** will allow guests to lounge in comfort. The library is filled with more than 1.000 books chosen in cooperation with the **Felix Jud Bookshop** which was founded in 1923.

Even the chefs have been looking for local partnerships. The hotel has sponsored 30 trees at the **Bey Orchard** in the Altes Land (Europe's largest contiguous fruit producing region) The Fontenay trees will provide guests with apple varieties. In the realm of beverages, the hotel has partnered up with **Ratsherrn**, an innovative brewery specializing in craft beers creating "The Fontenay Pilsner No. 10" with its own unique label high in quality and aromatic with elegant hops flavors.

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THE FONTENAY  
HAMBURG

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The Fontenay is a reflection of modern Hamburg – a homage to the Hanseatic City. Situated right on the banks of Lake Alster, this ‘Modern classic’ combines urban nature with a cosmopolitan way of life. The intriguing, sculptural architecture is flooded with light and accommodates 130 luxurious rooms and suites. The hotel will have an inner courtyard planted with trees and surrounded by glass, as well as an impressive 27m high atrium at the heart of the building. In the ground-floor garden restaurant, guests will discover a diverse menu. A relaxed atmosphere can be found at the Fontenay Bar, which will feature a spectacular 320° view across the lake. Sitting above all this, on the seventh floor, is the gourmet restaurant. Four function rooms offering 48m<sup>2</sup> to 220m<sup>2</sup> and plenty of natural light are available for conferences and events. High above the roofs of Hamburg, guests can experience an exclusive 1,000m<sup>2</sup> spa, including an indoor/outdoor pool. The Fontenay is a member of The Leading Hotels of the World.

For further information: [www.thefontenay.de/en](http://www.thefontenay.de/en). High-resolution images of The Fontenay are available by visiting: [www.thefontenay.de/media/download-galerie/](http://www.thefontenay.de/media/download-galerie/).

**Press contact:**

Claudia Bellmann

PR Manager

Fontenay 10, D-20354 Hamburg

Tel: +49 40 605 6605 837

claudia.bellmann@thefontenay.de

