

TRAVELLER PARTNERSHIP

HYDE AND SEEK

A new hotel fresh from the US has landed in Dubai, and it's a treasure trove of inspired dining outlets and quirky design-led rooms just waiting to be discovered



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Stepping into the sleek, retro-inspired lobby of Hyde Hotel Dubai couldn't feel further away from the typical Dubai five-star hotel experience, but you get the feeling that's exactly how it wants to be. Originally created as a culinary and nightlife concept, the Hyde hotel group hails from the sun-soaked shores of Miami, Florida, where its two effervescent outposts draw in a hip, well-heeled crowd and its food and beverages outlets are revered across the city. The same feel is expected for its new Dubai outpost, located in the city's sleek Business Bay district as the first Hyde property outside of the US, and boasting a rooftop pool, bevy of swanky restaurants and perks like bicycles to rent.

Emulating the playful feel of the brand, Hyde Dubai is anything but predictable. Guests enter into a lobby akin to a stylish city apartment, where walls are covered in shelves of books, local art (also for sale) and rows of colourful records – the latter providing a bespoke soundtrack for check-in. From the lobby, it's a short meander to the treasure trove of experiences – the canal-side dining terraces, stylish, global-inspired spa and 276 all-balcony rooms and suites.

Hyde is, first and foremost, a lifestyle destination, and its four unique restaurants are restaurants in hotels, not hotel restaurants. The hotel's star venue comes by way of Miami – where pretty young things and celebrities jostle for tables and bites of its famed crispy rice and spicy tuna. The star is Katsuya, Hyde's signature Japanese restaurant serving up approachable east-meets-west cuisine in a sleek canal-side setting. Inside is modern and minimalist, pops of colour coming from brightly lit illuminations of Geishas, while the trendy outside terrace offers those dreamy Burj Khalifa views. A slick chef's table set sits in the corner, which, when open, will serve bespoke menus to guests looking for an intimate chef's table experience.

While Katsuya is sultry and refined, Cleo is bright and breezy; inspired by the fabled Queen of Egypt and serving Eastern Mediterranean and Levantine cuisine. Guests can enjoy a set menu and a la carte offering in the bright dining room clad in blues and pastels with detailed mosaics, or shisha outside on the terrace offering serene views of the canal. Once open from 6 pm, the dim lighting, sultry environment and a DJ on multiple nights throughout the week will draw in the city's stylish crowd. Waitresses don Cleopatra-style makeup, and themed menus will pop up each month inspired by the Queen of Ancient Egypt's travels.

Elsewhere in the hotel, Hudson Tavern – the hotel's speakeasy bar hidden serving US-style drinks and indulgent bites like craft burgers and their signature: fried chicken and caviar. A secret entrance and light-blocking red velvet curtains complete the sultry, Prohibition-style look. For daytime libations, there's The Perq – the hotel's all-day iteration of a lobby coffee shop, streaming with natural light, boasting canal views and offering a menu serving one of the city's most beloved brews, Nightjar coffee. The odd 'spiked' coffee can be had at The Perq, crafted using Nightjar's signature blends.

Italian design studio Ciarmoli Queda was drafted in to shape Hyde's 276 spacious all-balcony rooms suites, which boast bespoke artworks, patterned carpets, retro pieces and dusty tones. There are eight categories to choose from, ranging from the cosy and well-appointed Hyde Out and Hyde and Seek twin room to the ultra-spacious Junior Hyde Me and Presidential Hydden Gem Suite. In the latter, guests almost step back in time to the Swinging Sixties, greeted by a colour palette of browns and reds, alarm clocks, grand dining table, design-led features and a sultry *Mad Men*-esque study. A wrap-around balcony offers downtown and Burj Khalifa views, while other amenities include a full soaking jacuzzi tub, Malin+Goetz for Ciel Spa bathroom products, a specially curated minibar and vast HD TV.

Views are intrinsic to life at Hyde Hotel Dubai, to be expected when its position boasts incredible vistas of the skyline. The most impressive of these views hotel's rooftop – home of a languid sky pool (lined with black and blue patterned tiles) and fringed by billowing white cabanas and an all-day pool bar. Picturesque views of the canal even feature from Hyde's tranquil Cinque Mondes spa – home to five treatment rooms offering restorative rituals from around the world and a gleaming fitness centre with state-of-the-art equipment. True, it's always exciting when a new brand lands in the Middle East and when it's as vivacious and energy-fuelled as Hyde Hotel Dubai, it's impossible to not want to visit and seek out its shiny new treasures.

Clockwise from top left: Hyde's lobby leads to the Mediterranean-inspired restaurant Cleo; Japanese dining with canal views on the terrace at Katsuya; the expansive Hydden Gem suite is stylishly appointed; the bedroom of the Hydden Gem. Previous pages: Hyde's rooftop pool has sweeping views of Dubai's skyline and the Burj Khalifa