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Veteran Hotel Designer & Developer Dodd Mitchell Announces  
Launch of KEPT Hotels

*Award Winning Designer and International Hotel Company Realize New Venture  
introducing KEPT Hotels & Resorts Brand*

BOSTON (January 20, 2011) – Dodd Mitchell Design and Development (DMDD), led by veteran Conde Nast award winning designer and developer Dodd Mitchell, announced today the launch of KEPT Hotels and Resorts in a collaborative partnership with Sonesta International Hotels Corporation. Dodd Mitchell will continue his journey in developing, renovating and repositioning select urban and resort destination hotels with the proprietary launch of his own brand. With a focus on the United States and Europe, Dodd Mitchell Design and Development will enter the popular and growing deluxe lifestyle boutique hotel marketplace.

“This partnership is a collaborative force of talent years in the making, and will offer an innovative turnkey solution to luxury hotel owners. It will also provide our investment partners with an entry into a fragmented segment of the industry in need of fresh capital and leadership,” said John J. DePaul, Sonesta’s Executive Vice President of Development and architect of this joint venture.

KEPT Hotels and Resorts will be 80-300 room properties located in gateway cities and notable resort destinations throughout the United States and Europe, spanning a range of project types from conversions, to complete renovations, to property re-positioning and re-branding. Each property will provide locally influenced style and architecture through the use of local craftsmen and artisans; and will feature authentic hospitality, uniquely reflecting the environment of each destination.

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“I was born to design – but my passion is service,” commented Dodd Mitchell, principal of Dodd Mitchell Design and Development. “Sonesta provides decades of history for notable independent hotels and resorts; and in fact was the hotel owner and operator of such iconic hotels as the Plaza in New York and the Mayflower Hotel in Washington DC. ‘Service with passion’ is one of Sonesta’s core values – and this will be the engine behind KEPT’s distribution and global reach.”

“We are thrilled to have KEPT in our family and are excited to see this brand recognized as the best in the lifestyle boutique segment,” said Stephanie Sonnabend, President and CEO for Sonesta.

Dodd Mitchell Design, created in 1995 by Dodd Mitchell, is a design and branding company that uses passion as its driving force to create the most enigmatic hotels and restaurants of our time. Renowned for designing spaces with earth & mind and blending the everyday with the innovative by using materials in unconventional ways, Dodd Mitchell fuses a palette of elemental and natural materials into seductive and unforgettable spaces. As a firm, Dodd Mitchell Design and Development prides itself on successful, yet value conscious design that binds the talents and connections of all involved in the project. By introducing and galvanizing people and places into successful and lasting business ventures, he ensures that his projects remain relevant and successful long after opening night.

The Sonesta Collection is a distinctive international collection of upscale hotels, resorts and cruise ships. Every property reflects the energy, style and spirit of its location. Locally-inspired and artfully-presented cuisine, luxurious accommodations and passionate personal service create an authentic and memorable guest experience. Discover the Sonesta Collection in Boston, New Orleans, Miami, Orlando, St. Maarten (2), Brazil (2), Chile (3), Colombia (3), Peru (7), and Egypt (13). Opening soon in: Bogota and Cartagena, Colombia; Miami, FL; and San Carlos, Mexico.

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