



## The Set Collection Announces Iconic Bangkok Property, The Siam, as its Newest Member Hotel



**LONDON, December 2023** – The Set Collection proudly announces the latest addition to its esteemed portfolio of exceptional member hotels. The renowned and luxurious The Siam in Bangkok has become the newest member of The Set Collection, further enhancing the company's representation in the vibrant Asian hospitality market.

Nestled along the Chao Phraya River in the heart of the royal district of Bangkok, The Siam is a timeless gem that epitomizes the spirit of Thailand's capital city. With its rich history and captivating design, The Siam aligns seamlessly with The Set Collection's commitment to curating an exclusive selection of independent hotels that authentically represent their locations.

Opened in 2012, The Siam was created by the Sukosol family and designed by internationally renowned architect, Bill Bensley, boasting a unique blend of classic elegance and contemporary luxury. Its serene riverfront setting, lush gardens, and meticulously curated interiors including thousands of pieces of antiques, artworks and curios from the owner's personal collection, providing an oasis of tranquillity in the bustling metropolis of Bangkok. The property's commitment to preserving Thai heritage and culture while offering world-class amenities makes it a perfect addition to The Set Collection's roster.

Guests of The Siam can experience a wealth of exquisite offerings, including luxurious suites and private pool villas, stunning river views, and a commitment to providing authentic Thai hospitality. The hotel's Chon Thai restaurant showcases the finest, home-cooked Thai cuisine, whilst beautifully designed The Story House brings about a breath of fresh culinary air with a menu filled with ingredients and techniques from around the world. Guests are also able to enjoy their meals and cocktails right on the riverbank, where they can marvel at The Siam's unique location in the splendour of the sunset. The Opium Spa offers guests rejuvenating wellness experiences deeply rooted in traditional Thai practices and even features an exclusive Sak Yant traditional Thai tattoo studio for that ultimate Thai blessing and memento.

The Set Collection is dedicated to bringing together a network of non-competing, world-class hotels, and The Siam in Bangkok joins the ranks of distinguished member hotels worldwide. As The Set Collection's commitment to presenting extraordinary hotels from unique destinations remains steadfast, The Siam represents the epitome of luxury and cultural immersion in Southeast Asia.



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The Siam in Bangkok now stands alongside The Set Collection's other prestigious member hotels, including Hotel Cafe Royal in London, Conservatorium in Amsterdam, Lutetia in Paris, Mamilla Hotel in Jerusalem, The Opposite House in Beijing, The Upper House in Hong Kong, The Temple House in Chengdu, The Middle House in Shanghai, Hotel Esencia in Mexico, The David Citadel in Jerusalem, Le Grand Jardin in Cannes and the Ultima Collection properties in Gstaad, Crans-Montana, Geneva, Megève, Courchevel, and Corfu. The Siam was recently voted #42 in the first edition of the World's 50 Best Hotels, alongside The Upper House at #4 and Hotel Esencia at #19, making The Set Collection one of the most represented brands in the world featuring in this inaugural list.

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**About The Set Collection:**

The Set Collection is a distinguished brand representation company, comprising like-minded independent hotels, led by seasoned hoteliers. Designed to provide an alternative to traditional representation and distribution services, The Set Collection offers a tailored solution that adapts swiftly to ever-evolving market conditions and the specific needs of its member hotels. The collections portfolio has expanded to include 17 unique properties, comprised of hotels, resorts and private residences, across 8 countries and continues to strive in curating the world's most exceptional stays for its esteemed guests.

**The Set Collection Leadership Team:**

The Set Collection is led by a core team of professionals with decades of experience in the luxury hospitality sector, including Robin Stangroom – Chief Commercial Officer, Ruurd Hooijer – VP Sales, Eliot Sandiford – Director of Public Relations and Partnerships, Nina van het Spijker – Director of Marketing, Kasia Rudnik – Director of Digital and CRM, and Laura Cammarano – Global Director of Sales.