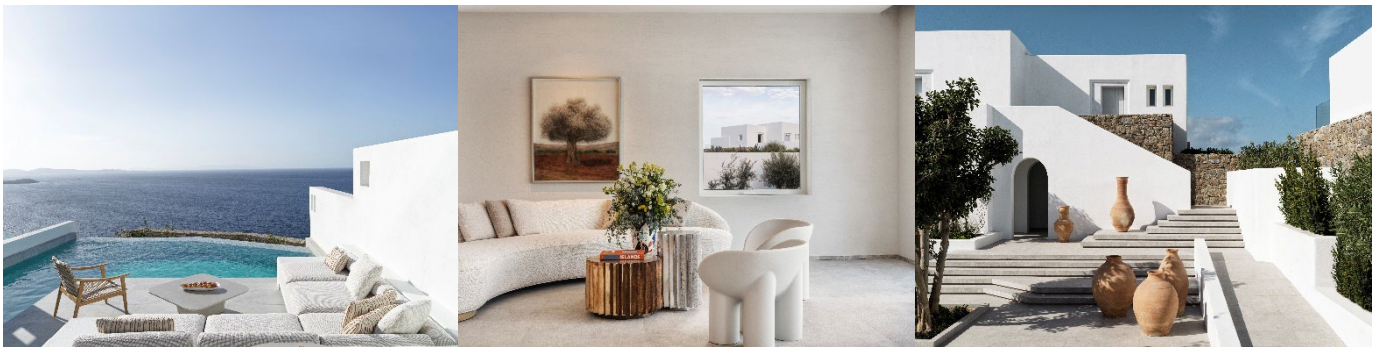




## The Set Collection Unveils Latest Member – Deos Mykonos, A Timelessly Elegant Property, Opening Spring 2024



LONDON, March 2024 – The Set Collection proudly introduces Deos Mykonos, set to debut in the spring of 2024, as the latest addition to its esteemed portfolio of luxurious member hotels and residences. Rooted in the island heritage of Mykonos and crafted with the expertise of the Daktylides family who established their hospitality portfolio – Myconian Collection – in 1979, Deos promises an unparalleled experience for discerning travellers and sun seekers on that storied isle.

Named for the awe-inspiring beauty of its natural setting, Deos is poised on a hilltop above the town of Mykonos and enjoys panoramic views from the famous windmills in the old harbour, across the neighboring islands of Delos, Syros, and Tinos, to the edge of the horizon. Looking out over the pool from the Deos terrace, one has the sensation of drifting weightlessly between the sea and sky, caressed by the sun and a gentle breeze, at eye level with sunsets and moonshine over the Aegean. And yet, the vibrant street life of Chora is a mere five-minute walk away, down the scenic steps that lead directly from this private sanctuary to the harbour promenade below.

Designed by GM Architects, Deos seamlessly integrates with its natural surroundings, embodying a contemporary Cycladic aesthetic. The architecture, characterized by rustic walls crafted from locally quarried rocks and lush indigenous flora, creates a harmonious connection with the landscape. Each space within Deos exudes an understated elegance, offering guests a sanctuary that feels like a private residence, replete with modern comforts and refined luxury.

Rooms feel more like a private residence, offering home comforts along with a complete escape from routine. The interiors have a warm minimalism that tells the story of artisanal skills through natural textures and custom materials. Ample marble bathrooms are discreetly screened from the elegant living areas opening out onto large scenic terraces. These immaculately landscaped and furnished outdoor spaces shaded by a pergola, with either a pool or a jacuzzi, are perhaps the signature experience at Deos.



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Immersing guests in something altogether immaterial, it is a sight of the vast expanse that has moved humanity since ancient times.

Deos is more than a destination, it is an invitation to indulge in the essence of Mykonos. The property boasts dedicated wellness spaces, where guests can rejuvenate their body with signature treatments infused with locally sourced botanicals. Epico, Deos's culinary haven, showcases the rich flavours of Greek cuisine, featuring homegrown ingredients and seasonal produce. Whether dining indoors or al fresco under the starlit sky, guests are treated to an unforgettable gastronomic journey.

Derived from an ancient Greek term, Deos represents the profound sense of wonder and awe inspired by the sublime. Reflecting this ethos, Deos harmoniously intertwines natural beauty, ancient history, and contemporary luxury, offering guests a truly transcendent experience. As the newest brand of the Myconian Collection, Deos Mykonos promises to deliver a heartfelt hospitality experience rooted in the core family values of their ancient Greek forefathers, who considered hospitality a sacred obligation.

Deos Mykonos joins The Set Collection's prestigious portfolio of member hotels, which has expanded to 19 properties in recent months. Committed to curating a network of world-class properties, The Set Collection continues to redefine luxury hospitality, with Deos exemplifying its dedication to celebrating cultural heritage within each unique destination with the contemporary lives of the Group's guests in mind.

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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 19 unique properties, comprised of hotels, resorts and private residences, across 9 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, Eliot Sandiford – VP Public Relations and Partnerships, Jamie Blackmore – VP Revenue, Reservations & Distribution, Nina van het Spijker – Director of Marketing, Kasia Rudnik – Director of Digital and CRM, and Laura Cammarano – Global Director of Sales.