



## **Makeready Expands Hospitality Brand Portfolio to New U.S. Markets**

*Makeready Set to Enter the South Carolina Market in 2020 with Opening of Emeline*

*Halcyon, a Hotel in Cherry Creek Taps Makeready for its Commitment to Creating and Preserving Independent Hotels*

**DALLAS, Texas - August 15, 2019 -** [Makeready](#), a hotel, restaurant and retail operator, works with owners to design and deliver layered experiences with an independent point-of-view. Makeready recognizes that deeply emotional connections are made person by person and city by city. Independent hotels are driven by a sense of community. Great hospitality is led by people, not processes.

With a continued interest in increasing their footprint in character-filled destinations, Makeready is proud to expand the brand's individual philosophy into new markets, including the opening of [Emeline](#) in Charleston in 2020. True to brand concept, Emeline will welcome guests with innovative dining, cozy gathering places, curated retail, classic event spaces and gracious guestrooms. Each visit will be marked by layers of experience, thoughtful surprises, and an unmistakable sense of place—with history at its backdrop.

In Cherry Creek, Denver's affluent submarket and high-end shopping district, Makeready has begun management operations for [Halcyon](#). The hotel's "Kitchen Counter" culture marries a boutique hotel with a sense of arriving home. Guest favorites are mainstay, like turntables in each room to play vinyl favorites and a "Gear Garage" stocked with Piaggio scooters and GoPro cameras. Makeready will work closely with the owners to enhance Halcyon's commitment to high-quality but approachable luxury when it re-concepts the destination restaurant, entrance and lobby programming this year.

"We love working with independent hotels and resorts that have a soul. With Cliff House Maine and Halcyon, we have the ability to help preserve and enhance what has made them cherished destinations for visitors and neighbors. And with Charleston as a beloved and culturally rich destination in the South, it's an ideal market to welcome our next boutique hotel," said Christine Magrann, Makeready COO. "We deliver one-of-a-kind experiences that become part of the fabric of the communities and neighborhoods we inhabit."

Makeready also has a reputation for creating unique retail concepts within their portfolio that connect the traveler with exclusive items not found elsewhere. Guests of Makeready hotels, restaurants and retail shops can expect to be offered a product line from regional artisans and makers, as well as other goods

that reflect the personality of the brand and each hotel. These signature concepts will also come to bear in these new ventures.

Makeready has an outstanding reputation for operating several other notable hotels, restaurants and retail shops throughout the country, such as: Noelle, Keep Shop, and Rare Bird in Nashville; The Alida and Rhett in Savannah; The Adolphus, City Hall Bistro, and Commerce Goods + Supply in Dallas; Couvant in New Orleans; among others.

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### **ABOUT MAKEREADY**

Designed from the ground up to create truly independent hotel, restaurant, and retail brands with individual points of view, Makeready is a different kind of hotel operator, one that provides an opportunity for travelers to connect to the world around them, city by city and person by person. Makeready is committed to developing independent experiences that are an essential part of each community, cultivating deep, emotional connections across guests, teams, and local brands to create sustainable value for investors. Find us online at [www.makereadyexperience.com](http://www.makereadyexperience.com) or [Instagram](#).

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