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B is an AD-less monthly publication that introduces one well-balanced brand unearthed from around the globe in each issue, between its covers, B not only shares untold stories behind the brand but also its sentiment and culture that any readers interested in brand marketing and management can leaf through with ease.

Issue no.29 ACE HOTEL

This month, we introduce Ace Hotel, a brand with origins in Seattle that now has branches in a number of other cities and countries. What sets Ace Hotel apart from the other hotels of the world, big and small, is the unique sensibility and vibe that its customers love so much. What I remembered the most from my first visit to Ace Hotel New York was the lobby. The lobby was crowded with people on laptops, and while I couldn't tell who were the hotel guests and who weren't, they were all completely focused on what they were doing, like in a library. This immediately changed the preconception I had of hotel lobbies all being neat, well-organized spaces.



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