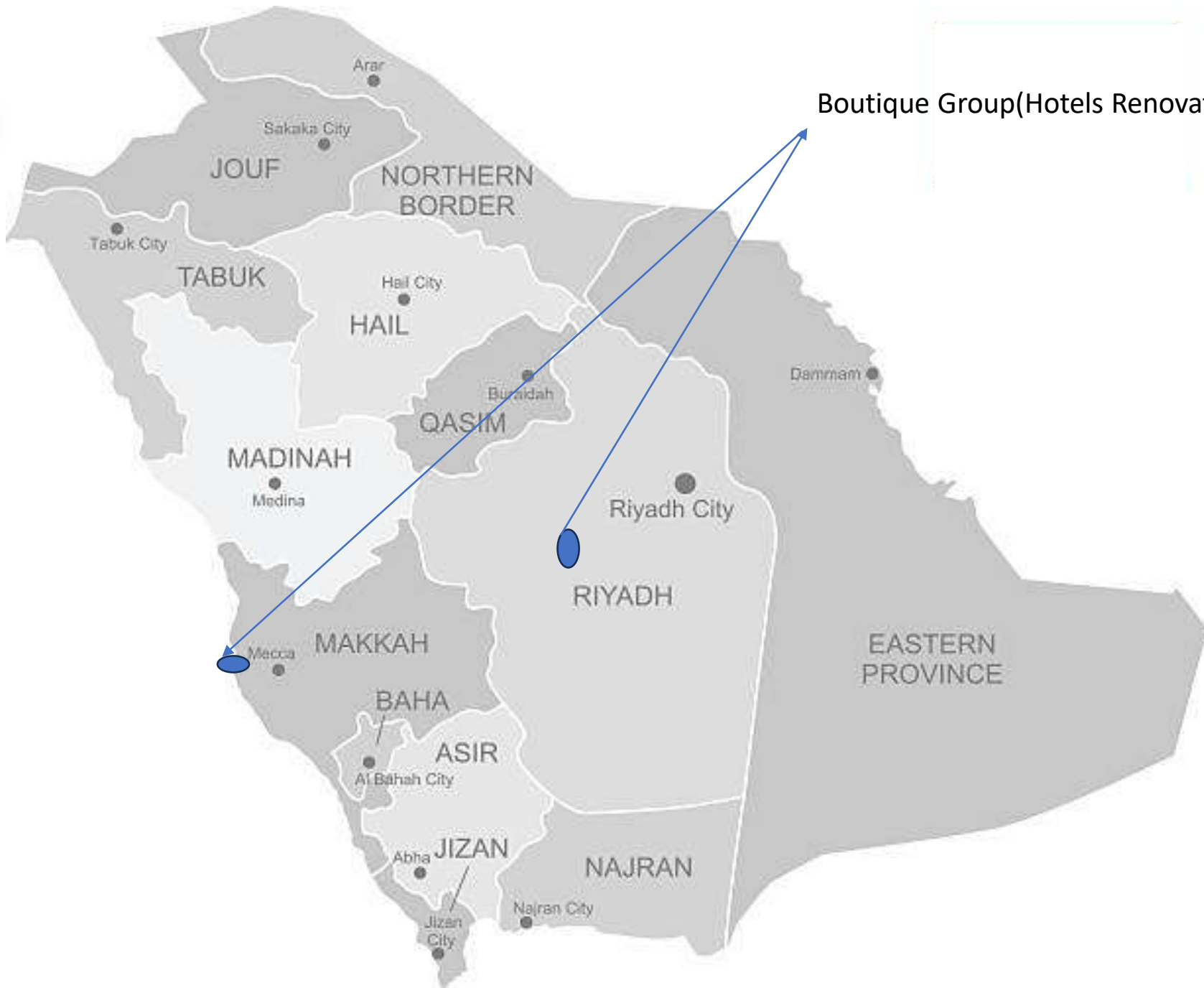


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ITALIAN TRADE AGENCY

ICE - Agenzia per la promozione all'estero e
l'internazionalizzazione delle imprese italiane

BOUTIQUE GROUP



Boutique Group(Hotels Renovation)

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BOUTIQUE

GROUP

مجموعة بوتيك

ITTA 

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BOUTIQUE

GROUP

مجموعة بوتيك

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BOUTIQUE STORY

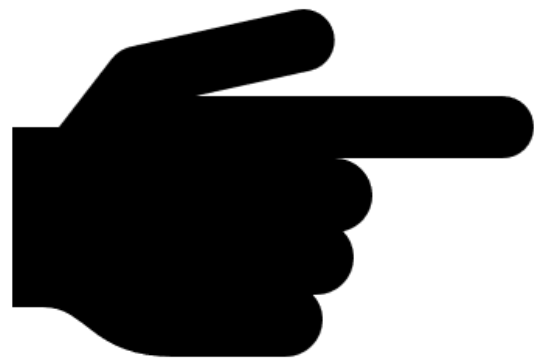


OUR STORY

Boutique Group, a hospitality company fully owned by the Public Investment Fund (PIF), develops historic & cultural palaces into ultra-luxury boutique hotels; to enrich the luxury hospitality experience in the Kingdom.

At Boutique Group, we promote Saudi Arabian heritage and culture, and preserve historic and cultural properties. We define and deliver a unique ultra-luxury Saudi experience through presenting our heritage in contemporary elegance, contributing in local economy and enhancing the Kingdom's position as a leading cultural tourism destination.

BOUTIQUE VISION



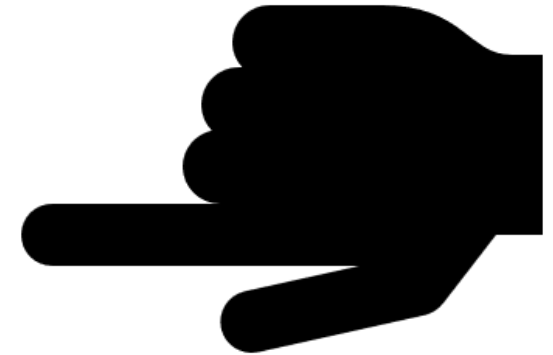
OUR VISION

We aspire to be pioneers in developing historic and cultural palaces into ultra-luxury boutique hotels, providing our guests with exclusive and exceptional experiences, and contributing to local economic growth.

BOUTIQUE VISION

OUR MISSION

To provide our guests an exceptional luxurious experience reflecting values of heritage and modern-day Saudi Arabia.

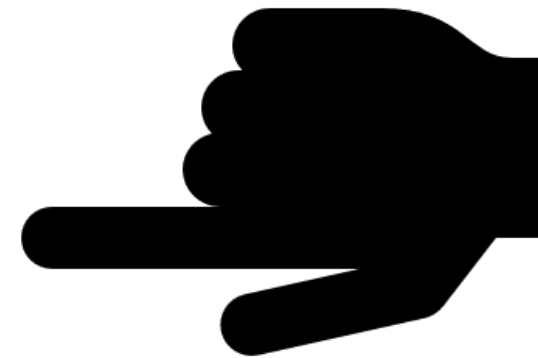




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LUXURIANT HOSPITALITY

Guests will discover remarkable destinations imbued with Saudi generosity.

Historic legacy results in an extraordinary present, opening doors for people to experience an incredible new vision of ultra-luxury hospitality.

AL HAMRA PALACE

Al Hamra Palace was built in the center of Jeddah, surveying the city's Corniche. In 1971, King Faisal bin Abdulaziz Al Saud directed to dedicate Al Hamra Palace as a hospitality palace for the most prominent international public figures from around the world.

The palace pays eloquent tribute to traditional Arabic-Islamic architecture with richly adorned arched gateways, slanted roofs with aqua-green tiles, and a striking façade crafted from Riyadh stone.



THE RED PALACE

The Red Palace is located in the heart of old Riyadh. It was the first building to be constructed of reinforced concrete. It got its name because of its unique reddish color.

In 1957, the Red Palace became the headquarters of the Council of Ministers for 30 years. After that, the the palace became the headquarters of the Board of Grievances until 2002.



TUWAIQ PALACE

The history of Tuwaiq Palace is interwoven with state receptions and festivals celebrating arts and culture, due to its strategic location in the Diplomatic Quarter (DQ) in Riyadh, on approximately 110,000 sqm of land area.

The palace was awarded the prestigious "Aga Khan Award" for its unique design that embraces the spirit of an oasis, blending in with its surrounding landscape.



For information:

<https://boutiquegroup.com/>

For registration as supplier:

<https://boutiquegroup.com/ar/contact-us/>