



THE FULLERTON HOTEL
SINGAPORE

The Fullerton Hotel Singapore Unveils Eight Newly Renovated Loft Suites

Inspired by two of Singapore's iconic flowers, the new suites celebrate the Lion City's heritage and culture



SINGAPORE, 24 NOVEMBER 2022 – The Fullerton Hotel Singapore is delighted to officially unveil its newly renovated Loft Suites, with special touches that pay tribute to Singapore's rich culture and heritage. Designed by award-winning hospitality design consultancy Aston Design, the suites present an exquisite blend of luxury and serene comfort, drawing inspiration from two of Singapore's iconic flowers.

With their original architecture retained, the eight double-storey suites feature splendid high ceilings and spiral staircases that lead from the living room on the lower floor to the bedroom above. In each



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living room, double-height French doors open up to a magnificent verandah flanked by 20-foot Doric columns on either side, offering panoramic views of Marina Bay.



Each loft suite features a magnificent verandah that offers panoramic views of Marina Bay

The interiors of the suites adopt a contemporised take on Western colonial classicism, while an Eastern flavour is infused through the classic silhouettes of a collection of fine oriental ceramics, curated to complement each suite's colour palette.

The suites celebrate a return to nature through two familiar flowers – in particular, the pink bougainvillea and butterfly pea which thrive throughout the year in Singapore's tropical climate. Four suites are now bathed in pastel pink colourways, paying tribute to the bougainvillea which is used widely in the island's "garden city" landscaping. In contrast, four other suites take on delicate light blue tones inspired by the butterfly pea, which is deeply rooted in Southeast Asian heritage and commonly used as a natural colouring, particularly in Peranakan cuisine.

Floral accents continue throughout the suites through fine, botanical illustrations displayed in choice locations. Celadon vases with intricate floral designs and oriental bases are prominently displayed in alcoves at each suite's curved staircase, while beautiful planter bowls display live flowers accompanying the floral theme. Upper levels feature decorative jars with a mixture of elaborate, blue floral motifs, delicate pink crackle glazes and classic oriental patterns.



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Floral accents are incorporated throughout the suites through botanical illustrations, celadon vases and other themed accessories

A taste of Singapore's past is injected into each suite through a specially curated selection of photographic prints by Singaporean architectural and heritage photographer Marjorie Doggett, offering guests a nostalgic visual display of the cityscape in the 1950s.

“As a custodian of heritage, we have thoughtfully designed the Loft Suites to preserve their historic charm and introduced special touches which allow guests to rediscover Singapore's past and embrace the beauty of its present. The colour palettes inspired by two of the city's iconic flowers create an air of sophistication and romance, offering the perfect setting for an unforgettable bridal experience or elegant corporate event, surrounded by the rich heritage of the Fullerton Building and the beautiful city skyline,” said Gino Tan, Country General Manager of The Fullerton Hotels and Resorts.

“Tasked with redefining the Loft Suites – which occupy some of the most unique parts of the historic building – we configured the spaces to provide generous areas for living and entertaining, and intimate retreats for resting, coupled with panoramic views through the grand colonnade of the hotel's east façade. It was a privilege to once again be entrusted with distilling this magnificent building's cultural



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SINGAPORE

prominence into a hospitality experience that truly befits this historic landmark,” added David Edwards, Managing Director of Aston Design.

The Fullerton Hotel Singapore’s [Loft Suites](#) are available for reservations, at rates starting from S\$2,100++ per night. For reservations and enquiries, please click [here](#) or contact the Reservations Team at (65) 6533 8388 or fs.reservations@fullertonhotels.com.

Editor’s Note

View our high-resolution images [here](#).

For media enquiries, please contact:

Lee Kin Seng

Director of Marketing Communications

Tel: (65) 6877 8972

Email: kinseng.lee@fullertonhotels.com

Vanessa Paul

Senior Corporate Communications Manager

Tel: (65) 6877 8077

Email: vanessa.paul@fullertonhotels.com

ABOUT THE FULLERTON HOTEL SINGAPORE

The magnificent Fullerton Building is a grand neoclassical landmark built in 1928. Gazetted in December 2015 as a National Monument, it was once home to Singapore’s General Post Office, the Exchange, Chamber of Commerce, and the prestigious Singapore Club. For nearly a century, it played a pivotal role in Singapore’s rich history. Today, The Fullerton Hotel Singapore has been transformed into a stunning 400-room heritage hotel in Singapore. The Fullerton Hotel Singapore is carefully designed to provide both business and leisure travellers with a sanctuary of serenity and comfort in which to retreat and rejuvenate. Located in the heart of the financial and arts districts, the hotel blends rich heritage with contemporary style and personalised service to offer guests a world-class accommodation experience.

Epicureans can enjoy exquisite Chinese cuisine at Jade restaurant or a traditional afternoon tea in the sunlit atrium of The Courtyard. From Thursdays to Sundays, Town Restaurant serves a free-flowing dinner feast of international and hawker dishes, and on Sunday, a resplendent Brunch. Aside from the dining selections, guests can pamper themselves with treatments at The Fullerton Spa. The Fullerton’s online shop (shop.fullertonhotels.com) features well-loved local dishes, Jade’s Chinese



THE FULLERTON HOTEL
SINGAPORE

signature dishes, French specialties from La Brasserie, gourmet packages for celebrations and gifting, e-vouchers and more, available for delivery or self-collection.

The Fullerton Hotel Singapore is affiliated with Preferred Hotels & Resorts, which represents a global portfolio of independent hotels and independent hotel experiences. Learn more at www.fullertonhotels.com.

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ABOUT ASTON DESIGN

Aston Design is a multi-award-winning creative studio, delivering pioneering and innovative design concepts for iconic developments. Specializing in the hospitality, retail, and luxury residential sectors, Aston Design collaborates with some of the world's leading hotel, restaurant and leisure brands, to create memorable experiences through beautifully crafted spaces.

Offering a full suite of services, from concept to realisation, Aston Design supports Owners and Operators through every phase of a project, balancing diverse expectations and guiding each commission towards the most successful outcome – consistently delivering on the trifecta of aesthetics, functionality and commercial success.

Aston Design's recent accolades include The Nautilus Maldives, with Condé Nast Traveller's 'The Gold List' 2021; Tatler's Travel Awards 2021 – 'Best Private Island Retreat'; Condé Nast Traveller's Readers' Choice Awards 2020 – 'Best Resort in the Indian Ocean' and Top 3 'Best Resorts in the World'.

Learn more about Aston Design and its projects at www.astondesign.com.