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APARIUM HOTEL GROUP INTRODUCES A “TAILORED” EXPERIENCE AT THE FASHION-INSPIRED HOTEL COVINGTON IN SUMMER 2016

Covington’s historic retail mecca is restored into a 114-room, upscale lifestyle hotel



Hotel Covington Exterior Rendering

(Covington, KY; March 2, 2016)—[Aparium Hotel Group](#), known for creating and managing locally-inspired independent hotels, announces the expansion of its portfolio with the acquisition of [Hotel Covington](#) (638 Madison Ave.). In collaboration with Owner Guy van Rooyen and Kentucky-based Hub + Weber Architects and Plume Interiors + Light, the multi-million dollar renovation and restoration of the 1910 Coppin’s Department Store comes to life in the summer of 2016.

John Roberts Coppin, a horse race enthusiast, cashed in after a lucky day at the track and went on to construct the department store in celebration of his greatest passion – fashion. The former department store, wildly known as the “greatest store in Northern Kentucky,” became the largest retailer in the region, where Coppin and his wife – regular visitors to

New York's fashion scene – showcased the hottest and most sought after industry trends. In honor of Coppin's success in the mid-1900s, Aparium Hotel Group will manage one of Covington's most historically significant landmarks and reviving the once prominent destination to become the "fashionista" of hotels for visitors and locals to enjoy in the years ahead.

"Given its history and meaning to the Covington community, our entire team feels honored to revitalize this building and do right by the site and those living in its surrounding area," says Owner Guy van Rooyen. "We carefully considered each detail within the hotel to instill a historic, but modern-day feeling that will evoke curiosity and nostalgia within our hotel guests," he adds.

With hospitality veteran Jack Olshan at the helm as General Manager, the stylish, fashion-inspired hotel is the first of its kind in the up-and-coming community, providing a locally curated destination for visitors and locals alike. Deeply rooted in Covington's history and culture, the property's reinvention pays tribute to the building's past through its intricate design, locally sourced food and beverage offerings, and distinctive in-room amenities.

"Just as it was with the creation of our other properties, our goal with Hotel Covington is to create something special that pays homage to the community," Aparium Hotel Group COO Kevin Robinson says. "With the restoration of this property, we are once again shining a light and sharing the storied history of an incredible building, which will become a thriving destination for which locals can be proud and enjoy as a new social spot."

Overview:

Hotel Covington features 114 guestrooms, outfitted in five styles and arrangements. Each room offers a vintage retail-inspired, free standing clothing rack in lieu of traditionally enclosed armoires, a polished wooden desk, and mini-fridge stocked with locally sourced snacks and beverages. The larger suites are outfitted with additional lounge seating and a sofa.





Hotel Covington Guestroom

Hotel Covington offers 4,700 square feet of meetings and event space comprised of a ballroom, boardroom, and library, featuring shelved walls filled with historical and modern-day novels. Finishes of black and brass are seen throughout the hotel, as well as custom handmade artwork from local artists on display to be appreciated by hotel guests. The lobby is an inviting space where both locals and travelers can lounge while sipping on coffee or cocktails and noshing on bites from the hotel's dining outlets. For business travelers, or those just checking in with the office, walnut tables are positioned throughout the space to provide a shared, functional work space.

Architecture and Design:

The hotel's architecture and design, created by Hub + Weber and Plume Interiors + Light, instills a sense of timeless comfort, complimented by masculine architecture. The design inspiration stems from that of traditional department store blueprints of decades past, with the interior taking center stage. Exposed brick walls and concrete columns offer a peek into the property's past, complemented by period-specific materials. The color palette for the interior is rooted in traditional colors of Covington homes: aubergine, sage, and navy. Thoughtful use of stylish furnishings lead local guests and travelers effortlessly throughout the space, inviting them to discover the elegant reuse of the historic building.

Dining:

Hotel Covington invites guests to dine at Coppin's restaurant, featuring a menu of favorites from both Northern and Southern culinary classics. Northern fare influences include whole fish, game, steak, and salads; while the South is represented in comfort classics such as fried chicken, country ham and biscuits, and black-eyed peas.

Reflecting its geographic location in northern Kentucky, Coppin's is approachable, intimate, and comfortable without relinquishing a strong sense of style and sophistication. The culinary team is dedicated to sustainable sourcing of meat, fish, and produce from both regional and local farmers, providing seasonal variations throughout the menu. The 4,000 square-foot restaurant also features a 17-seat bar, featuring a

curated line up of local craft beer, as well as a broad selection of wine and a craft cocktail program.

Located in the center of the hotel is a one-of-a-kind 1,400 square-foot “glass box” dining atrium, reminiscent of a greenroom with floor-to-ceiling windows. This focal midpoint is a seasonal al fresco courtyard, with an inviting, intimate yet casual ambiance.

Adjacent to the check-in desk is the 40-seat open lobby lounge, donned with relaxing furniture and window bench seats for guests to sit and sip on locally produced java, or grab-and-go with a hot cup on the way to work.

Brand:

Hotel Covington is a hotel managed by Aparium Hotel Group, solidifying expansion throughout new markets, with two additional properties scheduled to open in 2016 in Minneapolis, MN and Detroit, MI. The brand, led by COO Kevin Robinson and CEO Mario Tricoci, is built on the idea of “translocal hospitality” –bridging the gap between the traveler and local residents.

As additional details become available, interested guests are encouraged to visit www.hotelcovington.com.

About Hotel Covington

Scheduled to open in the summer of 2016, Hotel Covington is a property managed by Aparium Hotel Group. Hotel Covington, Covington, KY, is a representation of an independent upscale lifestyle property and a celebration of civic pride, providing food and beverage venues to rival any other in the greater Cincinnati area. As more information becomes available, please visit www.hotelcovington.com.

About Aparium Hotel Group

Aparium Hotel Group is a company founded and controlled by experienced professionals in hotel development, management, and marketing who hold the belief that great hotels are a destination sought out by travelers and a favorite place for locals – a philosophy Aparium calls Translocal Hospitality. Aparium’s passion and expertise centers on independent hotels and resorts in distinct cities and unexpected resort destinations. Each locale is built on the belief that it should be a brand in and of itself – a true celebration of independent identity and a product of its setting. The company is committed to and engaged in a visionary partnership with independent hotel owners who are intimately knowledgeable of their communities and, as such, view their properties as a source of pride. By fostering collaboration, Aparium delivers measurable and sustainable return on investment with transparency and accountability at all stages of operation. Aparium Hotel Group properties include: The Iron Horse Hotel in Milwaukee, WI; The Charmant Hotel in La Crosse, WI; Hotel Covington in Covington, KY; and The Foundation Hotel in Detroit, MI. The group currently has several additional projects underway to be announced in the coming year. For more information about Aparium Hotel Group visit, www.aparium.com.