

JNĈQUOI

FASHION CLINIC

Fashion Stores • Restaurants & DeliBars • Lifestyle Hotels

A

Amorim Luxury

L

Group

Cross
Selling

Synergies

Management

Promotion

Know
How

JNÊQUOI

FASHION CLINIC
LISBOA 1990

GUCCI

TOM FORD

LADURÉE
Paris

ASSOULINE

**A place where
opulence is replaced
by Experience.**

Elitism for all.

Business Concept

JNcQUOI can be an upscale restaurant, a bar, a wine cellar, a gourmet deli, a luxury fashion store with tailoring services, a lifestyle hotel and more, much more.

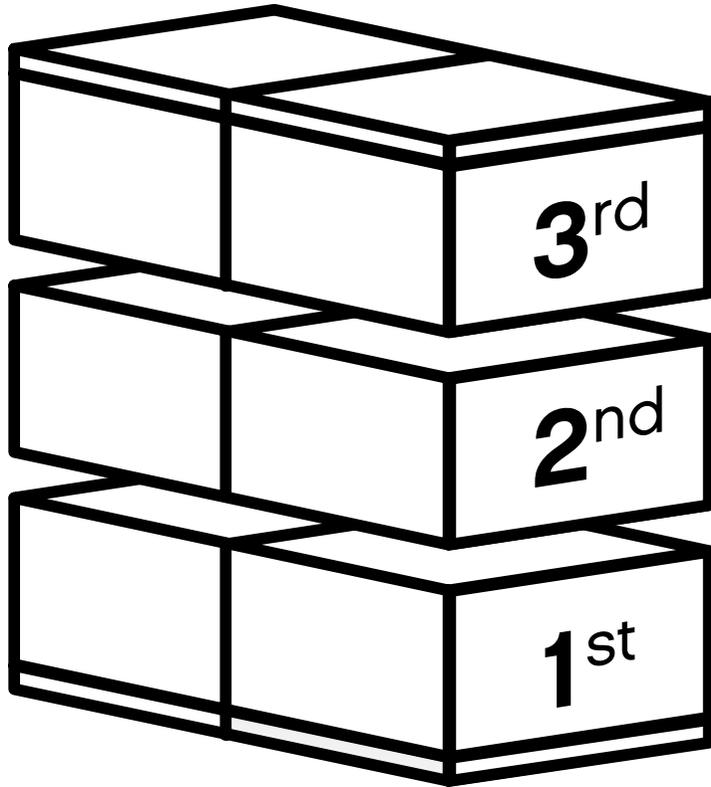
JNcQUOI is a transversal concept that unites Fashion and Leisure, bringing that extra something you can find in things done with passion and aesthetics.

The 360° experience stimulates customer loyalty and boosts sales throughout the whole **JNcQUOI** operation.



Staying at JNcQUOI you feel like you're in the center of the action, the heart of the hip-scene, excited with the possibilities.





**Hotel and Rooms
with Fashion Retail**

Fashion Retail

**Private Club:
Restaurant, Bar,
Gourmet Deli and Spa.**



Architecture & Interior Design by Lázaro Rosa-Violán

That's what LRV creates in the spaces he designs: dramatic and breathtaking atmospheres, yet with an informal sense of functionality. The accessible spectacularity, the glittering approachability, the social driven space that creates a strong sense of style in the community. Everything, from the open fashion retail areas to the intimate restaurant room, was designed with a wellness and beauty agenda in mind.

**Eat.
Drink.
Shop.
Live.**

All in one place. JNcQUOI.

Restaurant.
Not just
a place
to Eat.



- 
- Finding the best products and producers - national, farm-to-table products whenever possible.
 - Local concept has taken over the food world and is fast becoming the ringer in the hotel.
 - Creating gastronomy that makes a tribute to those products.
 - Serving information.
 - Aim to the taste experience.

The JNĈQUOI Food Practice

The JNĈQUOI Food Personality

- 
- Open kitchen and show cooking
 - Open-to-the-city attitude
 - Sharing spaces and vibrant environment
 - Detail with a down-to-earth attitude
 - 24-hour service mentality.

**Informal, Informed, Imaginative,
Intelligent, Ineffable.**

SERVICE CONCEPT



**Tourists
are treated
like locals,
Locals
are treated
like guests.**

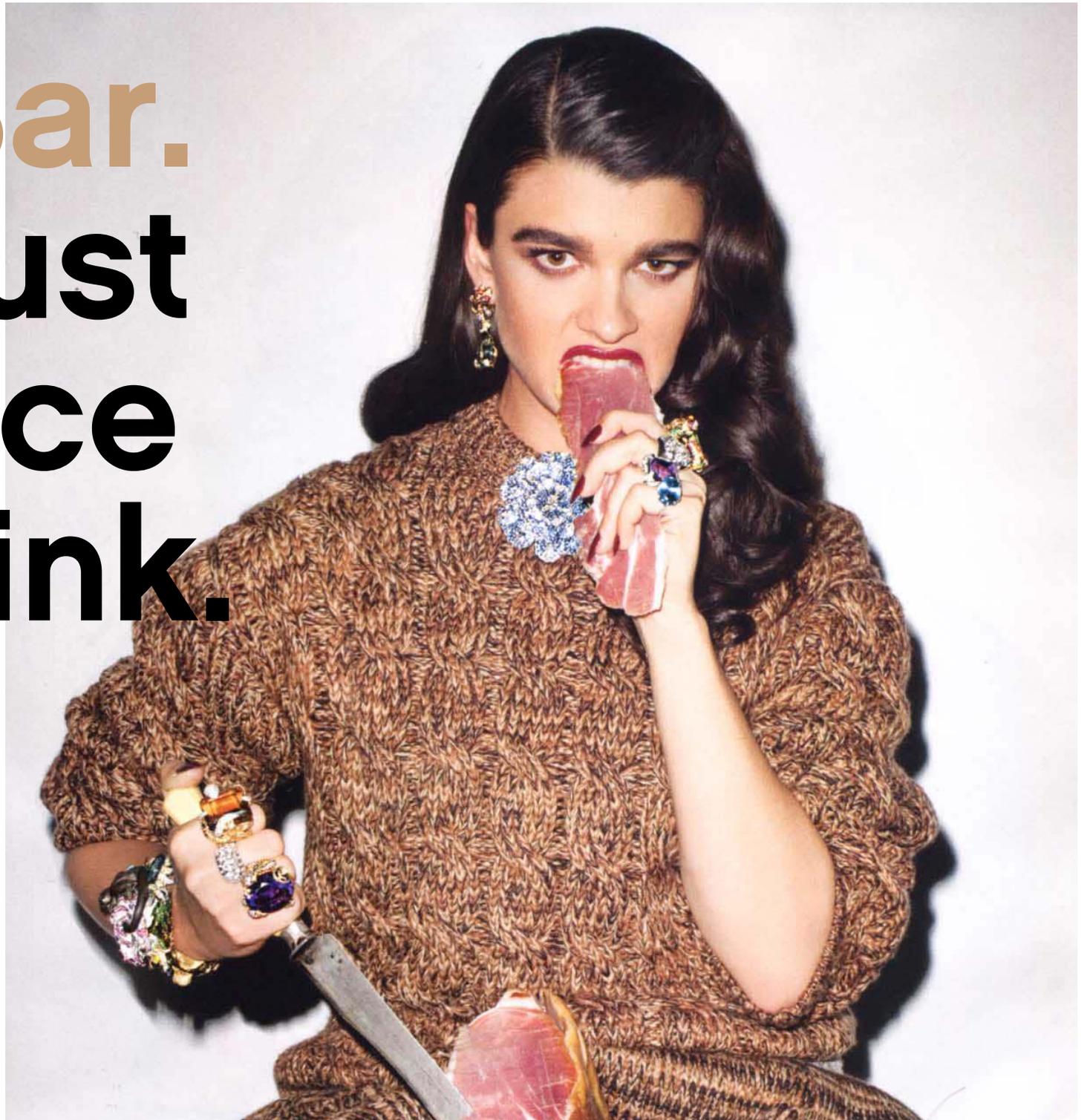
No protocol,
just informal empathy.

No impossibilities
just a let's go mentality.

No ignorance
just fully cultural
awareness.

No melancholy
just a constant feeling
of enchantment.

DeliBar.
**Not just
a place
to Drink.**

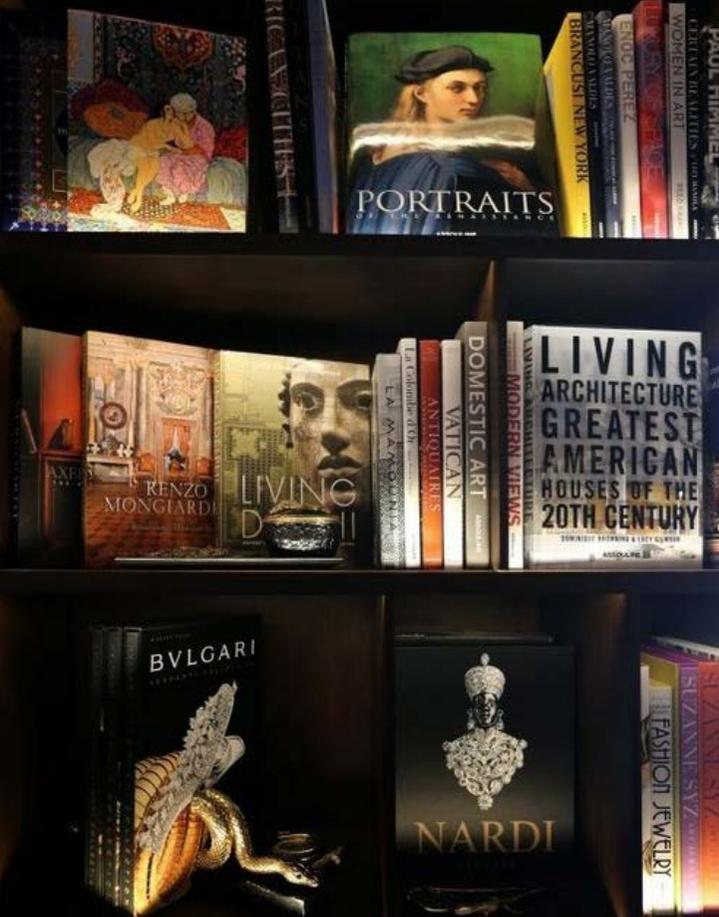




Light Meals, Top Wines, & Cocktails, Gourmet Deli.

- The perfect hangout place where you can fashionably eat simple great food.
- The award-winning products you had at the Restaurant, you can buy them here, from the Deli, while ordering a cocktail.
- Exquisite selection of national and international wine&spirits.





Assouline
A dedicated
corner with
the most
stylish books.





Ladurée
A fine pastry
counter with
parisian
signature.

Luxury
Fashion
Store.

Not just
a place
to Shop.



FASHION CLINIC

LISBOA · 1990

Christian
Louboutin

Dior

SAINT LAURENT
PARIS

BALENCIAGA

TOM FORD

DOLCE & GABBANA

DSQUARED2

PRADA

GIVENCHY GUCCI

Santoni

BALMAIN
PARIS

VALENTINO

The best
Fashion &
Accessories
brands
in the world.

- An impressive portfolio of international brands.
- To complement the brand offer, Fashion Clinic's Private Label presents a line of high-quality classic and casual basics.
- A Tailoring Service meticulously creates the perfect suit, blazer or trousers customised to every client's desire.

Hotel.
Not just
a place
to Sleep.





The 24-hour convenience factor.

- **24-Hour**
App-based check-in.
- **24-Hour**
Well-being facilities:
Gym, Spa,
Running routes,
Personal Trainer.
- **24-Hour**
Room service
- **24-Hour**
Continuous dining, from
breakfast to supper.
- **24-Hour**
In-bedroom shopping
experience.



**And
of course,
we have the best
room to sleep,
if that's what you
really want.**



The smart hotel room.

- Expanded shopping experience: fashion, gadgets, drinks & goodies available to shop in-bedroom.
- SMS Concierge service
- Free late checkout
- All-day breakfast in bed.
- Perfect relaxing shower.
- A dreamy bed: large size, top quality mattress and linens.
- Apple TV, Netflix, big screens, AirPlay with total connectivity.
- Light & Magic.



Wellness
reaches
new heights.

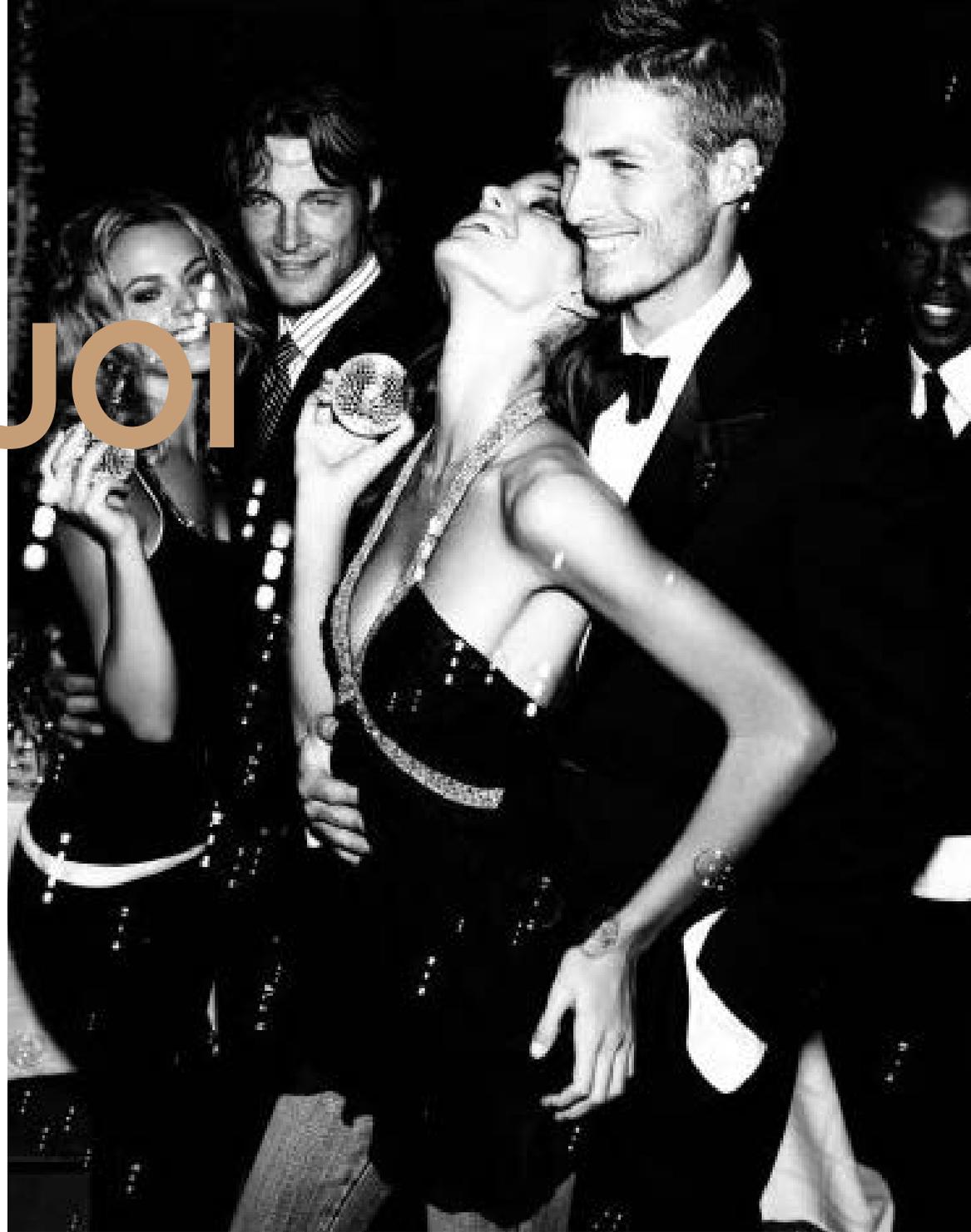


Hotels are getting serious about their health.

- Premium standard gym
- Chemicals-free SPA
- More focus on mind
- Reiki
- In-house cognitive & emotional coach
- Anti-ageing program
- Gluten-free & low-carbs menus available



The JNcQUOI Club





Everyone wants to get in the Club.

- Access to exclusive events & private areas
- Fashion Clinic shopping benefits
- Free access to wellness centres
- Access to nightclub & cigar club
- Wine club purchasing benefits



**JNĈQUOI is the
"Enfant Terrible"
of luxury.**

CONCEPT

Team

JNĈQUOI

PAULA AMORIM

Paula Amorim, owner and CEO of Amorim Luxury (Fashion Clinic and Gucci Portugal) SGPS, S.A. Holding, shareholder and Chairman of the largest portuguese entrepreneurial group - Amorim Group -, Chairman of Galp Energy, and shareholder and board member of Tom Ford International. With a special sensibility for business and for fashion, Paula Amorim, is an active part in every decision leading the company to a place of sophistication and recognition. Her passion, elegance and audaciousness define her path in the luxury industry.



The Company

FASHION CLINIC

Created in 1990 and acquired in 2005 by Paula Amorim, Fashion Clinic is the only multibrand luxury store present in Lisbon and Porto offering both men and women. Strategically located in the most prestigious sites, each one with a unique identity created by recognized architects, Fashion Clinic physical stores strive to offer the ultimate luxury experience through a special selection of the most renowned designers and the latest fashion, beauty and lifestyle.

MIGUEL GUEDES DE SOUSA

Miguel Guedes de Sousa was responsible for the hotel operations of the Discovery Fund that has acquired 40 stressed assets in 2013. During his tenure Miguel was in-charge of all turnarounds (asset recovering) and rebrand of all major assets, creating DHM (Discovery Hotel Management) four star lifestyle brand focus on the millennials informality, service and design. Also brought to the Portuguese market several international recognized brands that are currently operating with great success such as "Six Senses Douro Valley".



He has worked 10 years for Aman Resorts, in several of the groups hotels such as Amanjena and Amanpulo. Under his management the resorts were positioned and maintain among the best in the world in their segment. Worked in hotel groups such as Intercontinental group in the UK, Spain and Thailand. He also worked as assistant manager in Coco Palm Resorts (Maldives) and in Albatroz Hotel.

Born into hospitality, one of the family's business, he developed an acute sense of what the hotel business was all about from early age.

Educated in Switzerland and in the US, with a degree in Hotel Management from the Institut Hotelier Cesar Ritz, Certificates in General Management, Marketing and F & B from Cornell University (NY), a Chef Certificate by the Culinary Institute of America (NY) and a AMP 189 (Advance Management Program) at the Harvard Business School, Miguel invested his life in learning the craft.