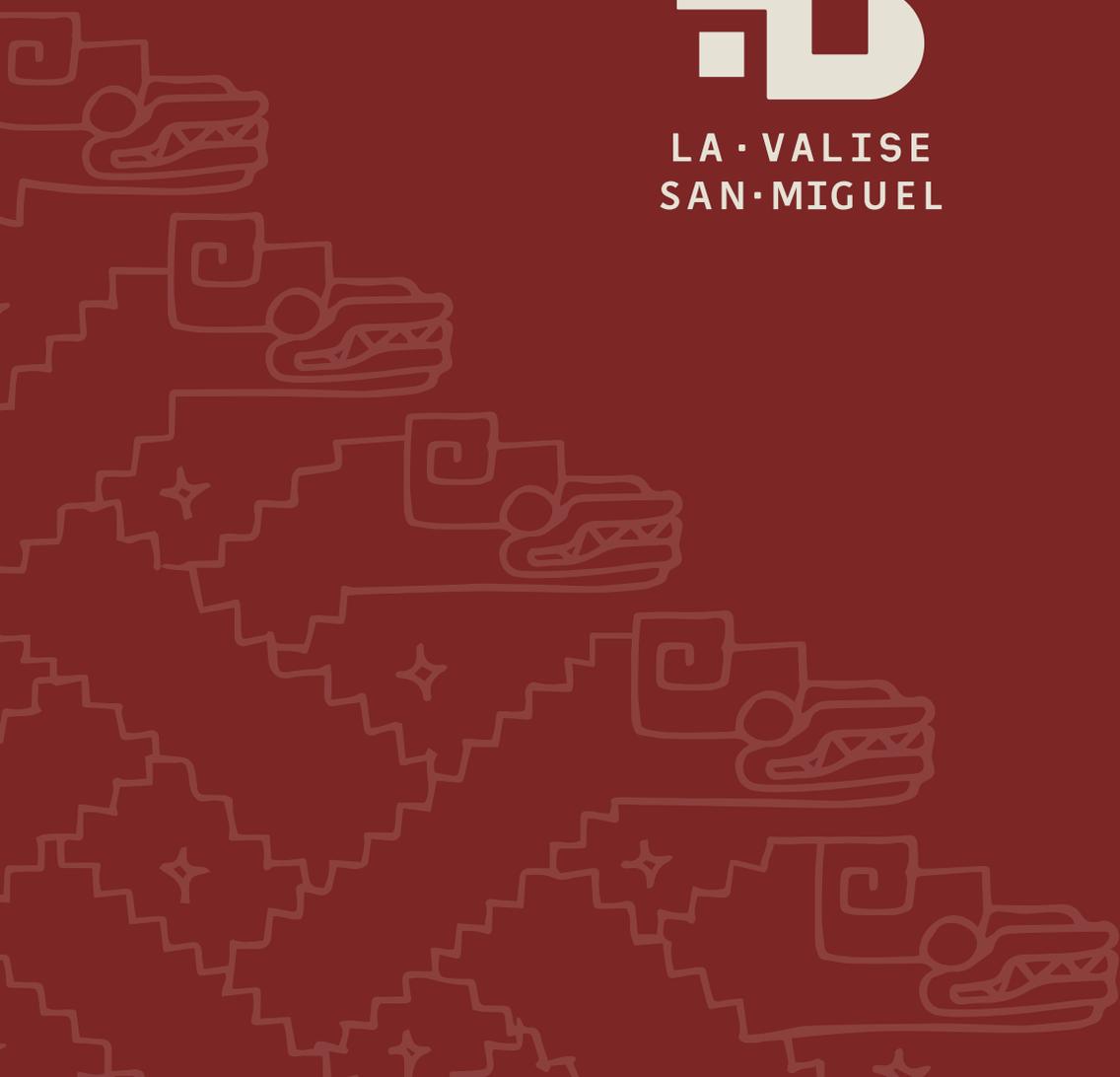




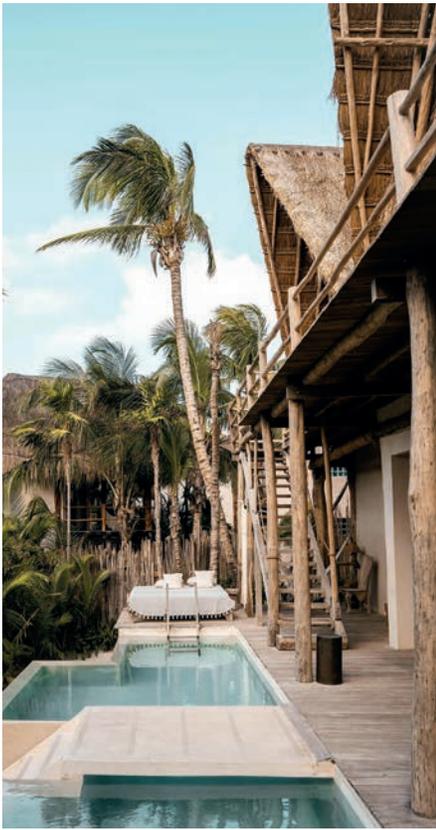
LA · VALISE
SAN · MIGUEL





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LA VALISE HOTELS

*AS UNIQUE AS
OUR GUESTS*

Namron Hospitality's flagship brand, La Valise, with its evocative name meaning "suitcase" in French, embodies the essence of travel at its core. Just as opening a suitcase unveils a world of unique treasures, La Valise promises a one-of-a-kind journey. La Valise invites cultured and curious souls to embrace the spirit of exploration. It is a sanctuary where each traveler finds their own narrative, immersed in meticulously designed spaces and exceptional guest services.

As a luxury brand of intimate boutique hotels, La Valise curates truly unique stays for our guests. La Valise has received recognition from prestigious travel media and is proud to be a member of the highly esteemed Small Luxury Hotels of the World accreditation.

THE STORY



After successfully establishing La Valise in Mexico City, hotelier Yves Naman searched for a property in the colonial city of San Miguel de Allende that had long enamored him. In 2017, he discovered an oasis on a pedestrian-only cobblestone street in the city's center, adorned solely with Pedro Friedberg's artwork on the existing structure. "We could not believe the scale of the art and uniqueness of the property, and we instantly knew this property was the right one for La Valise," says Yves.

The project spanned more than 5 years, starting when Naman established his company, Namron Hospitality, and subsequently opened 5 new hotels in Tulum. La Valise San Miguel has been thoughtfully designed by Naman and decorated by Roberto Ayala, our Head of Design, who boasts an eclectic taste that resonates with the brand. The space features 6 suites, branching off from the courtyard and leading toward the rooftop, offering guests a chance to revel in the beauty of San Miguel de Allende.

Since 2022, La Valise San Miguel has proudly been a part of Small Luxury Hotels of the World, further enhancing its reputation for luxury and excellence.





LA VALISE SAN MIGUEL



La Valise San Miguel de Allende, Timeless Contemporaneity

Nestled in the vibrant streets of San Miguel de Allende, La Valise unveils an oasis of tranquility concealed behind a captivating colonial facade. Step through the hotel's contemporary circular entrance, and a world of timeless elegance unfolds before you. At the heart of La Valise, a serene courtyard awaits, adorned with cascading plants, tranquil pools, and captivating art installations by Pedro Friedeberg. Each of the 6 magnificent suites surrounding the patio exudes its own unique charm, featuring bespoke artwork and SPA-inspired bathrooms.

Our hotel is a testament to art and design, evoking the ambiance of a curated gallery. The seamless integration of design, culture, and the surrounding natural environment transforms La Valise into a true masterpiece.



SAN MIGUEL DE ALLENDE



Renowned media and publications recognize San Miguel de Allende as one of the most beautiful Mexican cities. The colonial city is a gem with its charming streets, impressive architecture, and immersive Mexican culture. Before the arrival of the Spanish in the early 16th century, an indigenous settlement existed at Izcuinapan. The first Spanish settlement in Guanajuato dates back to 1542. The city of San Miguel de Allende was named after Franciscan monk Juan de San Miguel, a benefactor of the Indians. "Allende" was added to the name of the city in 1826 to honor a native son, Ignacio Allende, a hero of the revolution against Spain.

The city grew extremely wealthy during the Spanish rule due to the nearby mining but fell into despair after their depletion. It was through tourism and immigration that San Miguel de Allende regained its glory as a welcoming home for ex-pats.

"Historical circumstances left this colorful city remarkably intact. Thanks to first-class restaurants, outstanding hotels, and beguiling architecture, it's become popular with visitors, who arrive in search of its ineffable magic."

– Travel+Leisure



LA · VALISE
SAN · MIGUEL

DESIGN



The design narrative of La Valise San Miguel celebrates surrealism and serenity with an alluring combination of neutral stuccos, soft and delicate textiles, iconic furniture, opulent bathing suites, and spiritual gardens. The property pays tribute to the colonial moments of this city's history when it became a nexus for art and culture. Psychedelic art installations and famous furnishings by surrealist artist Pedro Friedeberg adorn the property, mixed with delicate pieces of mid-century furniture.

Each space feels like a cabinet of curiosities or as though you're stepping into Wes Anderson's wildest dreams. Each space unveils an array of design decisions and objets d'art as if one would bring them in their suitcase from all the corners of the world. Thus each room creates the artful, cozy ambiance of a meticulously designed home.





SUSTAINABILITY

INSPIRING THE CONSCIOUS TRAVELER

We deeply value and respect the environment, and sustainability is at the core of our culture and guest experience. We aim to foster a connection between our guests and the natural beauty that surrounds them through our thoughtfully designed spaces. To minimize our environmental impact, we have implemented several eco-friendly practices. Single-use plastics are strictly prohibited on our premises, and we compost our waste. Recycling is a priority whenever possible, and our gastronomy offerings feature locally-sourced ingredients.

Additionally, we provide our guests with ecologically-friendly toiletries.



OUR PROPERTY & ROOMS



LUXURY OF TRANQUILITY & COMFORT

With 6 luxury suites, La Valise San Miguel invites its guests to explore the city from within, diving into its historic buildings, the art world, and gardens and cultivating a nook of serenity at heart. Each room hosts a distinct atmosphere layered with the many lives of the structure. Our rooms and property provide the following luxury amenities & features:

- Daily complimentary breakfast
- Daily housekeeping
- King-size bed
- Luxury bedding and linens
- Luxury bathrooms with complimentary Loredana toiletries
- In-room Marshall speaker
- In-room Nespresso coffee machine
- Minibar
- Vanities
- Hairdryer
- In-room safe
- WiFi access
- 24-hour air conditioning & heating
- 24-hour concierge service



MASTER SUITE



THE GRANDE DAME ON THE UPPER FLOOR

Our largest suite is designed to function as the ultimate San Miguel pied-à-terre, your home away from home, and open space to explore your artist within. It features a cozy living room space for leisure and a spacious bedroom with a contrasting black and white mid-century design. The spa-inspired bathroom houses a granite tub below two cupolas filled with stars, mirrors, and shimmering light.



COATL SUITE



REMEMBERING THE PAST

Located on the ground floor fronted by the interior zen gardens, this breathtaking room has high wood beamed ceilings and exudes a soothing stucco palette adorned with soft textiles. The hallmark of this luxurious suite is an antique soaking tub in front of a warm fireplace, the perfect cozy addition to San Miguel's cool evenings. This suite invites you to relax and reflect on the rich history and cultural heritage of this charming colonial town, while indulging in the comfort and luxury of La Valise.



ALMA SUITE



THE CREATIVE HEART

Ornately designed, this suite looks out directly to the inner courtyard and gardens of La Valise, its soul! Aztec monkey symbolism decorates the walls of this suite, above a luxurious copper bathing tub. Ozomatli, meaning "monkey," is the day in the Aztec calendar associated with the god Xochipili, the god of flowers, feasts, fun, and creativity. This suite pays homage to the god of creativity and invites you to unleash your artistic spirit, surrounded by the beauty and serenity of La Valise.



OLLIN SUITE

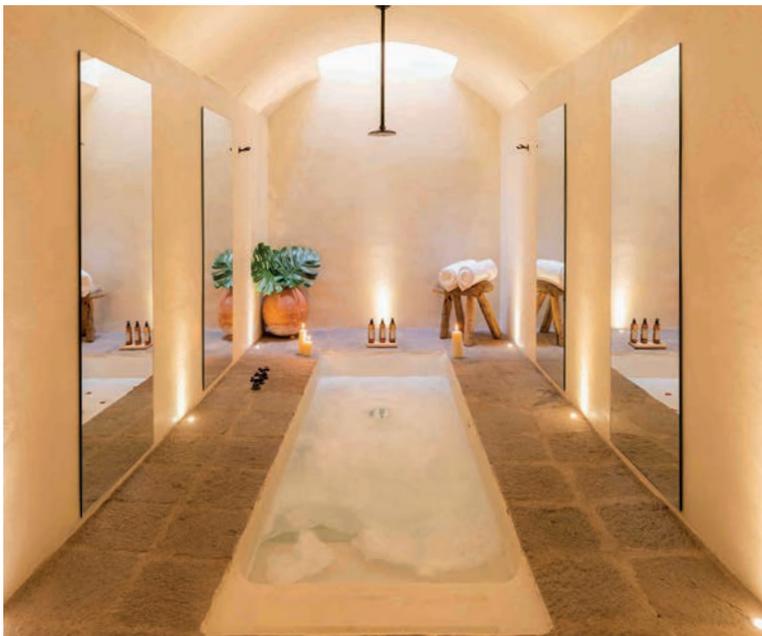


MOVEMENT IN ACTION

This spacious and peaceful suite features a spa-inspired Roman soaking tub enclosed by a custom-made metal bell sculpture. The room is adorned with mid-century furniture and lush textiles and boasts light-filled views of the interior zen garden. The suite's name derives from an Aztec symbol called "Nahui Ollin," which represents the cosmic movement and the continuous cycles of creation and destruction. The concept of Nahui Ollin is deeply rooted in the ancient Mesoamerican culture and signifies the perpetual motion and transformation of the universe, inspiring a sense of awe and reverence. In this suite, you can experience the harmony and energy of the universe, surrounded by exquisite design and luxurious amenities.



GENESIS SUITE



AN ODE TO DIEGO RIVERA

Inspired by Diego Rivera's famous Anahuacalli Museum, this suite features three grand arches carved from local stones reminiscent of a Mayan temple.

The room also boasts a Mikveh-inspired ritual bath used for purification rituals, exuding the finest in peace and luxury. With its unique design and luxurious amenities, this suite pays homage to the great artist Diego Rivera and offers an unforgettable experience of beauty and tranquility.



AURA SUITE



SWEEPING CITY VIEWS

This upper-level suite boasts sweeping views of downtown San Miguel's main square, the iconic Cathedral, and the interior gardens of La Valise and Pedro Friedeberg's mural. Inside you'll find neutral tones, sleek furniture, and soft organic textiles. It also features a private terrace with an outdoor shower.



LA · VALISE
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THE SECRET GARDEN



OUR PLUNGE POOL & JACUZZI

At the center of the property is our relaxing courtyard garden. It features various seating and lounging options as well as a plunge pool and jacuzzi. Immerse yourself in the refreshing waters of our oasis and enjoy a dive while admiring the Pedro Friedeberg wall mural that heralds the entrance to this tranquil retreat.



EXPERIENCES



San Miguel de Allende, located at the heart of natural, cultural, and historical exploration in the Guanajuato region of Central Mexico, offers a rich tapestry of experiences waiting to be discovered. La Valise provides abundant intimate and exclusive experiences, along with thoughtfully curated expeditions by land and air led by our local guides. Guests are encouraged to discover a variety of bespoke and unique experiences in their own way, gaining a new appreciation for the essence of Mexico's past and present.

We have designed immersive experiences to entice the senses, engage the body, uplift the soul, and connect you to the origins of this remarkable land. When your journey with us is complete, we want you to feel changed, inspired, and lighter, with a new appreciation for life. Our dedicated team of local experts offers tailor-made itineraries that guarantee a truly authentic stay with us at La Valise.

[SEE OUR GUEST EXPERIENCE BROCHURE HERE](#)

EXPERIENCES

EXPEDITIONS

Connect With the Land

The region of Guanajuato where San Miguel de Allende is located is rich in varying topography that opens up to spectacular canyons and rivers. So get out into nature with us, by foot or horse, and breathe in the wilderness of Central Mexico.

RELAXING

Reward Your Body

Invigorate your body with soothing and unwinding experiences in San Miguel. Let our team prepare a bespoke spa experience or indulge in the region's natural therapy at the hot springs.

VINEYARDS

Mexican Heritage in a Glass

The region of Guanajuato is home to spectacular vineyards, becoming renowned for their natural viticulture techniques. Venture out into the countryside and explore the unique wine palette of San Miguel.

ADVENTURE

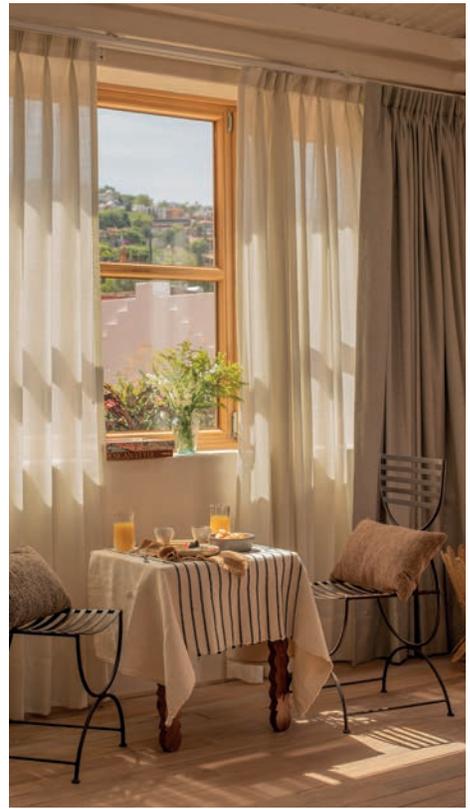
Walk on the Wild Side

Explore San Miguel de Allende from distinct perspectives, be it by land or air, to truly understand the essence of this sacred land.

CULTURE

Guanajuato is well known for its vast cultural diversity, rich heritage, and endless possibilities, including cultural and historical experiences. We offer the best of Mexican folklore and have curated an exquisite selection for our guests to engage.





GASTRONOMY

BREAKFAST

Enjoy a fresh breakfast from the comfort of your suite or across on our property featuring local ingredients and something for your every mood every morning. Enjoy healthier choices such as tropical smoothie bowls, or opt for local pastry delicacies paired with a fresh juice and craft coffee.

ROOM SERVICE

Guests are invited to order from our room service menu and enjoy delicious provisions within their suites and/or across our property. While we do not have a full-service restaurant, we offer an array of bites, wine, and cocktails to supplement your stay with us on a culinary note.



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RESTAURANTER & HOTELIER YVES NAMAN



Yves Naman's tireless imagination and passion for travel inspired him to create the ultimate boutique hotel experience. Today he is the founder and CEO of Namron, a hospitality group reinventing authentic travel and dining experiences in coveted destinations in Mexico with artful decor, luxury amenities, and genuine service that leaves no detail unturned.

He also ignited a grassroots movement to inspire conscious low-impact Travel called the Tulum Pledge. A serial entrepreneur, he is also the founder and investor in various ventures. For him, the best part of being a hotelier is sharing travel experiences with his wife Wendy, daughter Naomi, and son Aaron.



MEDIA SUMMARY / STATS



+ 6K Followers
50-80 Likes per image

The recently opened La Valise San Miguel de Allende is set to become one of the colonial city's standout hotels. Its opening has been featured in Travel+Leisure, Forbes, Robb Report, Glamour UK, and more.

As seen in...

Forbes

TRAVEL+
LEISURE

Condé Nast
Traveler

NATIONAL
GEOGRAPHIC

Robb Report

LUXURY
LONDON

VOGUE

The Telegraph

Recognized by...



Google
Reviews
4.9 ★★★★★



ABOUT NAMRON HOSPITALITY GROUP

Namron Hospitality, founded by Yves Naman, redefines luxury boutique hospitality with exceptional design, genuine hospitality, and a deep commitment to sustainability. Our properties are sanctuaries of privacy, luxury, and inspiration, each offering personalized services, attention to detail, and outstanding accommodations. Our commitment to excellence and sustainability has earned us recognition on prestigious platforms like Small Luxury Hotels of the World, along with features in renowned international media outlets such as Vogue, Travel+Leisure, Forbes, and Conde Nast Traveler. With a strong presence on social media, our properties collectively engage with over a million followers, sharing captivating content.

As a dynamic and rapidly expanding luxury boutique hospitality company, Namron Hospitality stands as a trendsetter in the industry. We embrace the essence of each locale and adapt to evolving cultural landscapes through our core principles, setting a precedent for unparalleled experiences that resonate with discerning travelers.

PRESS CONTACT

For more information about about La Valise San Miguel, or to speak with a press contact from the property, please contact: press@namronhospitality.com

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www.lavalise.com