# Standard International unveils The StandardX in Fitzroy, Melbourne



**Standard International Expands with New Brand StandardX: Unveiling The StandardX, Melbourne in Fitzroy**

In an exciting twist for the global hospitality scene, Standard International is turning heads with its newest brand, The StandardX, set to open in the beating heart of Fitzroy, Melbourne, on August 8. This marks not just another opening but the spark of a vibrant new chapter in Melbourne's ever-evolving cultural tapestry.

The StandardX is a trailblazer, deliberately choosing locales that pulse with a mix of creativity, diversity, and cultural resonance. This brand emanates the distinct and vivacious energy synonymous with The Standard, nodding to the unapologetic glamour and rebellious spirit that its Hollywood predecessor encapsulates.

In a loving tribute to the Fitzroy neighbourhood—renowned for its colourful post-punk Little Band scene—the design of The StandardX, Melbourne reflects the area’s influential legacy in music, street art, and dynamic café culture. This artistic spirit of reinvention makes Fitzroy the ideal cradle for The StandardX's inaugural hotel.

Imaginative and enchanting, each of the 125 rooms has been meticulously curated for the discerning traveller. They merge the grittiness of Fitzroy's streets with the modern luxuries and cultural flair The Standard is beloved for. Whether you check into a cozy, intimate room or a sprawling Suite Spot with panoramic views of the city skyline, the contemporary and minimalist aesthetic ensures a stylish stay.

Upon entering through the signature bold revolving door, guests are greeted by a spacious, elevated loft complete with a welcoming fireplace. The ground floor is an ode to local craftsmanship, featuring macrame columns by Sarah Smalltown and paintings by Dane Lovett. The interiors, crafted by Melbourne-based Hecker Guthrie, blend custom furnishings with antique elements. Each room, awash in soothing blues and whites, boasts a comfortable bed, a versatile millwork ledge, and an open closet, embracing a design both practical and elegant. Contributions from local artists like Jane Sinclair are integral, ensuring Melbourne's creative influence is palpable throughout.

The culinary offerings at The StandardX, Melbourne, promise to be just as captivating. Led by Executive Chef Justin Dingle-Garciyya, BANG serves an all-day Thai menu that reinvents traditional street food with bold and sophisticated Asian flavours using locally sourced ingredients.

Guests will also delight in The Roof, an exclusive rooftop retreat offering panoramic views of Fitzroy and beyond, featuring dishes inspired by the flavours of Mercado Medellin. Meanwhile, The Box, nestled in the lobby, offers a curated selection of everyday essentials, lifestyle items, and gourmet snacks and beverages, perfect for enjoying on the go or in-room.

With its blend of daring design, local artistry, and culinary innovation, The StandardX, Melbourne is set to become a beacon for those seeking a distinctive, culturally rich travel experience. It’s a nod to the LGBTQ community and allies who value vibrant, inclusive, and creative spaces—an homage to the spirit of Fitzroy and the diverse tapestry that defines Melbourne.

[StandardX.com](https://www.standardx.com/melbourne/)

**The StandardX, Melbourne**
62 Rose Street, Fitzroy