# The Standard hotel group to open The Standard, Singapore in November 2024



The Standard hotel group is preparing to unveil its latest venture, The Standard, Singapore, scheduled to open in November 2024. This new establishment adds to the brand’s growing presence in Asia, following successful openings in Hua Hin, Thailand (2021) and Bangkok, Thailand (2022).

Located on the prestigious Orange Grove Road, The Standard, Singapore is positioned close to Singapore's renowned UNESCO Botanic Gardens and the bustling Orchard Road shopping area. The hotel aims to complement Singapore's vision as a "City in a Garden," offering an urban retreat amidst the city's lush green landscapes.

The property's design is the result of collaboration between The Standard’s internal design team, led by Verena Haller, and the Ministry of Design. With a blend of Eastern and Western influences, the hotel promises an engaging cultural experience. The eight-floor building houses 143 rooms, each featuring floor-to-ceiling windows that offer picturesque views of the pool area and surrounding greenery. Guests can explore The Garden, a unique space that spans the first and second floors, adorned with art installations and landscape features, all leading up to The Pool. The design pays tribute to the nearby botanical gardens and includes contributions from local artists and craftspeople.

Uniforms at The Standard, Singapore, designed by Shone Puipia, reflect traditional elements infused with modern styles and vibrant colours.

The hotel's dining options aim to attract locals and visitors alike. Kaya at The Standard reinvents the Izakaya experience, offering Japanese-inspired dishes made from local ingredients alongside a creative cocktail menu. Guests can enjoy sushi, robatayaki, and a selection of sake and whisky. Adjacent to this represents the Kaya Bar, a modern venue designed to capture the nightlife essence characteristic of The Standard.

Additionally, Café Standard, located on the ground floor, provides a lively spot facing the street. It offers a range of American dishes complemented by natural wines and craft beers, all set within a delightful bistro atmosphere.

Amar Lalvani, Executive Chairman of Standard International, remarked on the Singapore opening: "We're thrilled to launch in Singapore. This city is in a phase of dynamic growth, evolving into a global commercial, cultural, and creative centre, ideal for The Standard. We look forward to inviting both guests and the local community to experience our urban retreat."

The Standard, Singapore's opening aligns with Amar Lalvani's new role as President & Creative Director of Hyatt’s lifestyle group, where he will aim to merge Standard International's innovative spirit with Hyatt’s operational excellence to enhance guest experiences.

The inclusion of The Standard, Singapore enriches the brand's collection, which also features notable locations in Bangkok, Hua Hin, Maldives, New York City, Miami, Ibiza and London. Room rates start from SGD 272.

[standardhotels.com](https://www.standardhotels.com/singapore/properties/singapore)

## References

* <https://www.traveltrendstoday.in/the-standard-to-debut-in-singapore-in-november/> - Corroborates the opening date of The Standard, Singapore in November 2024 and its location on Orange Grove Road near the UNESCO Botanic Gardens and Orchard Road.
* <https://www.thechalkreport.com/post/the-standard-singapore-to-open-november-2024-as-the-brand-celebrates-25th-its-anniversary> - Confirms the opening date in November 2024 and the brand's expansion in Asia following openings in Hua Hin and Bangkok.
* <https://www.lifestyleasia.com/sg/travel/asia/the-standard-singapore-first-look-opening-november-2024/> - Provides details on the location and the proximity to UNESCO Botanic Gardens and Orchard Road, as well as the start of room reservations.
* <https://www.standardhotels.com/singapore/properties/singapore> - Details the hotel's location on Orange Grove Road, its design, and the amenities such as The Garden, The Pool, Kaya at The Standard, and Café Standard.
* <https://www.traveltrendstoday.in/the-standard-to-debut-in-singapore-in-november/> - Mentions the collaboration between The Standard’s internal design team and the Ministry of Design, and the cultural experience offered by the hotel.
* <https://www.standardhotels.com/singapore/properties/singapore> - Describes the hotel's design, including the eight-floor building with 143 rooms, floor-to-ceiling windows, and the unique space of The Garden.
* <https://www.traveltrendstoday.in/the-standard-to-debut-in-singapore-in-november/> - Discusses the uniforms designed by Shone Puipia, reflecting traditional elements with modern styles and vibrant colors.
* <https://www.standardhotels.com/singapore/properties/singapore> - Details the dining options, including Kaya at The Standard and Café Standard, and their offerings.
* <https://www.traveltrendstoday.in/the-standard-to-debut-in-singapore-in-november/> - Quotes Amar Lalvani on the excitement about the Singapore opening and the city's dynamic growth into a global hub.