



OETKER COLLECTION

Masterpiece Hotels

Oetker Collection launches new online experience with lifestyle brand - Eden Being



London, May 2019 - Oetker Collection's lifestyle brand, Eden Being, has launched a new website to engage with guests and online readers. On a daily basis, the website will discuss news about the Collection's hotels and Masterpiece Estates, offer never seen before behind the scenes intel, upcoming hotel and restaurant events, local recommendations in each destination and lifestyle insights to inspire travellers around the globe.

“We are very excited to be adding this dynamic new content channel to our brand. Our guests and friends can now engage with us via Eden Being on a deeper level and take away fresh ideas, not only on how best to enjoy travel, our hotels and destinations but also, why not life in general !” **Frank Marrenbach, CEO - Oetker Collection**

Come along for the ride at edenbeing.com

About Eden Being

Eden Being is the heartbeat of Oetker Collection.

A lifestyle brand offering the best of what is current; Eden Being focuses on five key touchpoints throughout Oetker Collection:

ART / COLLABORATIONS / BLOG / MAGAZINE / BOUTIQUES

From food, travel, art, culture and curated lifestyle trends, Eden Being keeps its finger on the pulse in our hometowns and around the globe. Be it an art exhibition in the grounds of an Oetker Collection property, a unique collaboration offering a signature piece, an online travel insight or the pleasure of browsing a destination-curated boutique, Eden Being will report back to our guests and friends with experiences that travel beyond our doors.

Press & Communications Oetker Collection

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#WhereTheMagicHappens

#MeaningfulConnections

#HostsOfChoice

#EndearingPlaces

#EstateOfMind

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Masterpiece Hotels



L'APOGÉE
COURCHEVEL



BRENNERS PARK-HOTEL & SPA
BADEN-BADEN



LE BRISTOL
PARIS



CHATEAU SAINT-MARTIN & SPA
COTE D'AZUR - VENCE - FRENCH RIVIERA



EDEN ROCK
ST BARTHS



HOTEL DU CAP-EDEN-ROC
CAP D'ANTIBES



JUMBY BAY ISLAND
ANTIGUA - WEST INDIES



THE LANESBOROUGH
LONDON



PALÁCIO TANGARÁ
SÃO PAULO

EDEN BEING
by Oetker Collection

 **MASTERPIECE ESTATES**
by Oetker Collection