



yoo creates extraordinary spaces

Founded by Philippe Starck and international property entrepreneur John Hitchcox, yoo is a residential and hotel design company offering the design visions of world renowned designers Philippe Starck, Marcel Wanders, Jade Jagger, Kelly Hoppen & Anouska Hempel & yoo. yoo helps developers compete successfully through unique, inspiring design and branding and marketing. yoo's experience spans 51 different projects in 26 countries, throughout Asia, Africa, Australia, Europe, North and South America and the Middle East.

In 1999, Hitchcox and Starck brought together a team of leaders in their fields to design residences with the ultimate aim of helping people to live better through good design. 'yoo inspired by Starck', and 'yoo Design Studio', headed by Mark Davison were the first design brands established, followed in 2004 by Jade Jagger and her design partner Tom Bartlett with 'Jade Jagger for yoo'. In 2008, yoo expanded its global creative partnerships with innovative Dutch designer, Marcel Wanders and 'Wanders & yoo', and in 2009 Famed British designer Kelly Hoppen MBE followed with 'Kelly Hoppen for yoo'. September 2010 saw further diversification of the yoo design offering with international design doyenne Anouska Hempel joining as Creative Director of 'yoo inspired by Anouska Hempel'.

yoo's residential success can be demonstrated by its sales velocity; the first 'yoo' designed rental scheme, Dwell95 in New York was 50% occupied prior to launch and yoo Toronto was 66% sold within five hours of launching. Downtown, yoo's first residential project in New York, was 90% sold within 21 days of the launch and yoo Punta del Este was 85% sold out after one month of launch. The first yoo hotel project, JIA, made the 'Condé Nast Travellers' Hotel Hotlist, and was voted one of the top five hotels in Greater China by 'The Independent'.

Marcel Wanders is currently working on the first Wanders & yoo projects, a hotel in Wanchai, Hong Kong and a business park in Cairo, Egypt. Kelly Hoppen MBE made her 'Kelly Hoppen for yoo' debut with The Lakes by yoo, in the Cotswolds. 'yoo Design Studio' works with developers on individual projects, such as Sans Souci in Vienna and also works with Creative Directors such as Philippe Starck, on overall concept design, interior layout and styling of projects, which are then branded 'yoo inspired by Starck'.



Hitchcox has equipped yoo with a strong global identity; yoo is now an international lifestyle brand synonymous with quality design and exceptional projects around the globe. The strength of the brand means that the yoo offering extends further than hotel and residential design; yoo made a foray into products with their first book 'Interiors by yoo' which has been translated in four languages and sold over 30 000 copies internationally.

Hitchcox and Starck have created a winning formula that influences the way we live, bringing the otherwise unreachable designs of Starck, Jagger, Wanders, Hoppen and Hempel to new homes and markets around the globe. yoo has led the way in branded hotel and residential design projects which are now springing up everywhere as fashion houses and major brands adopt strategies to capitalize on this growing market, fuelled by the design savvy purchaser.