

THE PULI

THE PULI GROUP TO LAUNCH IN 2026,
MARKING A BOLD NEW CHAPTER IN ASIAN HOSPITALITY



LONDON, November 2025: Set to redefine the landscape of Asian hospitality, The PuLi Group will launch next year as an exclusive collection of distinctive luxury hotels. This marks the evolution of the award-winning Shanghai property from an iconic standalone hotel into the flagship of a growing global portfolio spanning some of the world's most dynamic destinations.

Victor Clavell, who has been appointed Chief Executive Officer, will spearhead the group's strategic vision and development. Under his leadership and drawing on PuLi's Chinese meaning of 'uncarved jade', the brand will continue to embody its philosophy of understated elegance, thoughtful design, and deep cultural connection. The PuLi portfolio comprises three properties: The PuLi Shanghai, the inaugural flagship which opened in 2009, and its sister hotels, The PuXuan in Beijing and The RuMa in Kuala Lumpur, managed by Urban Resort Concepts.

To mark this new chapter, The PuLi Shanghai will undergo a complete renovation, thoughtfully reimagining the guest experience while preserving the essence that has defined the hotel since its inception. Clavell will steer the brand's growth with a focus on creating authentic spaces of serenity and connection that feel both contemporary and rooted in culture.

The group is poised for ambitious yet considered growth. Initial expansion will focus on key Asian cities including Seoul, Hong Kong, Tokyo, Singapore, and Bangkok, followed by further ventures into hotels, resorts, branded residences, and retail across the globe. By 2035, The PuLi Group aims to operate 20 hotels (with an additional nine in development), branded residences, and an expanding retail and e-commerce presence - maintaining 80% of its footprint in Asia and 20% internationally.



A Reimagined Shanghai Flagship

The PuLi Shanghai's renovation, scheduled for completion in Autumn 2026, will span all rooms and suites. The transformation will be delivered in phases to ensure the hotel remains fully operational. Layan Design Studio, behind the original interiors, returns to reinterpret the space and will honour The PuLi's East Asian heritage while integrating modern Western forms, maintaining the serene and timeless ambience for which it is known.

Each guestroom will be curated as a collector's home, with bespoke furniture, original Chinese artworks, and literature. Public spaces including the Lobby, The Library, and The Long Bar will be refreshed, blending craftsmanship and contemporary artistry.

The dedicated wellness floor will set a new benchmark for holistic wellbeing, offering guests and members a sanctuary of revitalisation through movement, nutritious culinary offerings, social wellness gatherings, and thoughtful practices designed to support deep, restorative sleep. Additionally, there will be a Hair Up Bar offering complimentary daily styling, a nail bar in partnership with Bastien Gonzalez, and an enhanced wellness membership programme granting privileged access and benefits.

The property will also debut an expansive 377sqm penthouse, featuring a spacious outdoor terrace with panoramic city views. This versatile space will accommodate everything from milestone celebrations and curated events to refined private entertaining.

Culinary Evolution

The PuLi Shanghai will debut two new dining destinations. The PuLi Bar & Grill will offer a refined dining experience - serene by day and vibrant by night - while an intimate eight-seat omakase restaurant designed by Spin Design Studio, will present authentic Japanese cuisine grounded in seasonality and precision.

The iconic Long Bar, a celebrated Shanghai social institution, will also be reimagined, unveiling a new sensory cocktail programme that artfully blends Eastern and Western influences. Both The Long Bar and The PuLi Bar & Grill will become signature concepts across all future PuLi properties.

Beyond the Hotel

Serving as a blueprint for the brand's future, The PuLi Shanghai will offer curated cultural programmes, collaborations with local artisans, and immersive guest experiences designed to connect travellers to each destination's unique spirit.

Clavell, whose nearly three-decade career includes senior leadership roles at The Ritz-Carlton, Bvlgari Hotels & Resorts, EDITION, and Rosewood, shared *"We want to redefine conscious luxury - not through scale or spectacle, but through restraint, authenticity, and calm. Our vision is to create sanctuaries of balance within the world's most dynamic destinations - places composed with clarity, grace, and purpose."*

For The PuLi brand imagery see: [here](#)

*Rates at The PuLi Shanghai start from USD 360 per room per night
To book, visit thePuLi.com*

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Editor's Note: The PuLi Group is a family-owned hospitality brand guided by restraint, authenticity, and harmony, creating a refined collection of distinctive properties in the world's most dynamic destinations. Born from Urban Resort Concepts to extend The PuLi's philosophy beyond Shanghai, the group crafts experiences that reflect each location's essence. Today, The PuLi portfolio comprises three properties: The PuLi Shanghai, the inaugural flagship which opened in 2009, and its sister hotels, The PuXuan in Beijing and The RuMa in Kuala Lumpur, managed under Urban Resort Concepts. The PuLi defines a new standard of urban luxury across Asia and beyond.