

# HR | HOTEL RETLAW

- BEFORE vs  
AFTER



CONCEPTUAL DESIGN  
3D RENDERINGS

**GURU OF LUXURY**  
Yvonne Roberts | PRINCIPAL  
CREATIVE DIRECTOR

[www.guruofluxury.com](http://www.guruofluxury.com)

## HOTEL RETLAW poised for luxury!

OPENING 2017

Hotel Retlaw opened in 1923 during an era of incredible social, artistic, and cultural excitement. This remarkable hotel embraced the Roaring Twenties and all that happened during this unique time in history—the Neoclassical revival period peaked, and flappers redefined feminine style. Jazz music was all the rage and there was a sense of excitement in the air. Hotel Retlaw, a “Grande Dame” in its own right, embodied an unmistakable style of timeless elegance combined with modern edginess.

Today, Hotel Retlaw is poised to retake its rightful place as one of Wisconsin’s elite hotels and a preferred destination for dignitaries, and celebrities. Original hallmarks still characterize this iconic treasure in central Wisconsin, and the hotel will undergo an unprecedented renovation beginning in the fall of 2016 that will preserve the historic significance and aesthetics of the iconic property, while infusing it with contemporary luxury.

## GURU OF LUXURY, LLC

‘Enthusiastically Embracing Innovative Interior Design’

Interlaced with an understanding of the importance of Hotel Retlaw’s impact within the historic downtown district, we take into careful consideration the local culture and social fabric of the entire community.

Hotel Retlaw’s neoclassical style reflects the grandeur of a bygone era. Classic never goes out of fashion, celebrating traditional elegance. Hallmarks include carved moldings, fine woodwork, graceful lines, and finely crafted furniture. Overstuffed, sumptuous sofas, soft accent pillows, framed artwork and elegant fabric curtains are details depicted in our timeless design.

Neoclassical was the last splendidly self-indulgent decorative style. And the Roaring Twenties embodied the glitzy Art Deco era, ushering in a spirit of frivolity, luxury and a sense of freedom. Motives of modernity; flowing lines reminiscent of waves and floral forms; luxurious, refined and voluminous.

‘Guru of Luxury works extensively to value engineer all design elements, consistent with the company’s ‘affordable luxury’ industry niche. This cost conscious approach enables property owners an efficient and practical means of providing the perfect luxury experience for today’s discerning travelers,’ said Yvonne Roberts, Principal.



GRAND LOBBY  
HOTEL RETLAW | Fond du Lac, Wisconsin



MAIN LOBBY



GRAND LOBBY  
HOTEL RETLAW | Fond du Lac, Wisconsin



MAIN LOBBY



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HOTEL RETLAW | Fond du Lac, Wisconsin



MAIN LOBBY



GRAND LOBBY  
HOTEL RETLAW | Fond du Lac, Wisconsin



MAIN LOBBY



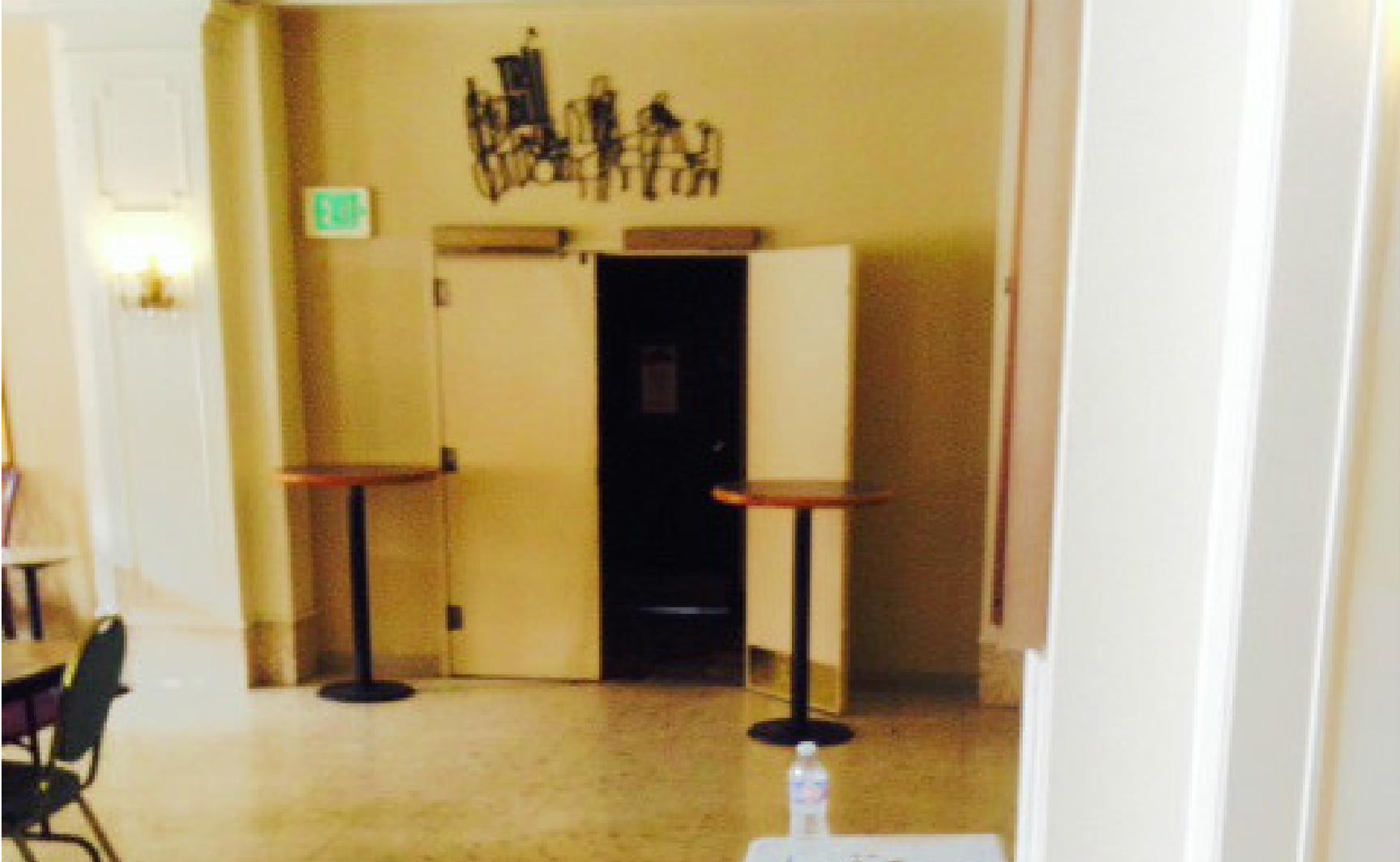
GRAND LOBBY  
HOTEL RETLAW | Fond du Lac, Wisconsin



MAIN LOBBY



GRAND LOBBY  
HOTEL RETLAW | Fond du Lac, Wisconsin



MAIN LOBBY



## Jazzmine's Brasserie & Lounge

'Enthusiastically Embracing Innovative Interior Design'

Jazzmine's Brasserie, Hotel Retlaw's novel signature restaurant, will position itself as a sophisticated casual and trendy dining scene with a farm-to-brasserie concept for culinary offerings.

Complementing the enticing menu, a stellar beer and wine list will directly focus on beers of the world (including discovery varieties), and all beverages served will be accentuated by premium stemware to enhance each guest's libation experience.

Jazzmine's Brasserie will begin and will remain on the cutting edge of an increasingly competitive local market in the restaurant niche. The brasserie's ambience will reinforce an element of historical whimsy that emerges seamlessly from Hotel Retlaw's overall design vision.

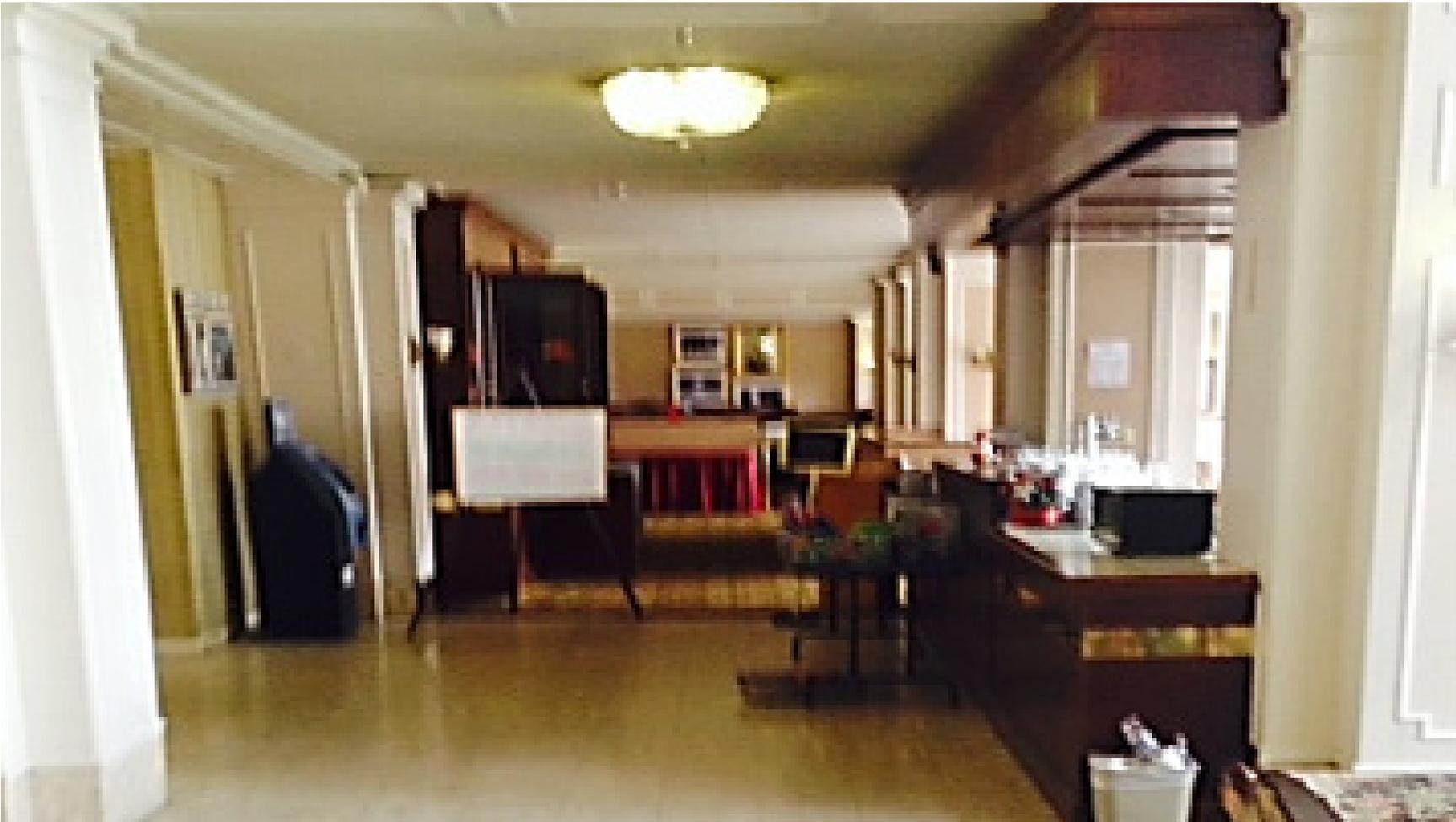
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*'Water Separates  
The People of The World;  
Food and Wine Unites Them!'*

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JAZZMINE'S BRASSERIE & LOUNGE  
HOTEL RETLAW | Fond du Lac, Wisconsin



RESTAURANT ENTRANCE



# TESTIMONIALS

GURU OF LUXURY | Miami Beach, Florida

## EDMUNDO PEREZ

**Director of Engineering**

**ACQUALINA RESORT & SPA**

“It’s rare that you come across such a standout natural talent like Yvonne Roberts. I’ve had the pleasure of knowing Yvonne for more than 16 years, during which time I’ve seen her extraordinary understanding of hospitality functionality with interior design and stylizing coupled with luxury customizations, timeless sophistication, comfort, and romantic elegance. Yvonne is a true asset for any application in her profession, and this comes with my sincere recommendation.”

## ANGIE ECHEVERRIA

**Engineering Operations Manager**

**THE BILTMORE HOTEL**

“I had the opportunity to work with Yvonne for nine years, and I witnessed firsthand how she excels in managing projects. She is a very detail-oriented person who clearly assigns responsibility for tasks and decisions. She always sets clear goals and measures and always monitors process, progress, and results.”

## GENERAL JAMES T. HILL

**United States Army Commander**

**U.S. SOUTHERN COMMAND**

“Yvonne Roberts ran The Biltmore Hotel’s Cellar Club impeccably. She is sophisticated, highly intelligent, engaging. In short, she is exactly the right person to interface with like-minded consumers who expect and demand the best and have the means to have it so.”



# ROBERTS

## LUXURY HOTEL PHILOSOPHY

GURU OF LUXURY | Miami Beach, Florida

Guru of Luxury’s objective is to develop distinctive amenities and visuals that embody the essence of each particular destination while at the same time prioritizing luxury customizations, timeless sophistication, and warm, gracious customer service.

A successful luxury hotel presents an unparalleled level of service that attends to every waking—and deep sleeping—need. Guests should find that every staff member shares a genuine passion for the establishment. The character of each locale should permeate all details of the concept, design, and service, and programming should reflect the uniqueness of the property itself, further emphasizing the brand message.

Of equal significance in today’s world is a focus on offering a responsible luxury experience—from organic products to progressive conservation and recycling programs. Eco-luxury travel is carving its place in the luxury travel market, and 44% of travelers choose to stay at environmentally conscious properties. Water conservation, reclaimed materials, native plants, biodegradable spa products, and sustainable amenities are just some of the environmentally conscious elements embraced by Guru of Luxury.

In addition, budget awareness must not be overlooked. Travelers are looking for an optimal price-to-quality balance when considering luxury hotel stays. Guru of Luxury works extensively to value engineer all design elements, consistent with the company’s ‘affordable luxury’ niche. This cost conscious approach enables property owners an efficient and practical means of providing the perfect luxury experience for today’s discerning travelers.

GURU OF LUXURY

*Enthusiastically Embracing Innovative  
Conceptual Interior Design*



# GURU OF LUXURY

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INTERIOR DESIGN + 3D RENDERINGS

*HOSPITALITY INDUSTRY CONSULTING*

*20+ YEARS EXPERIENCE*

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◆ Contingent Upon Approval

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