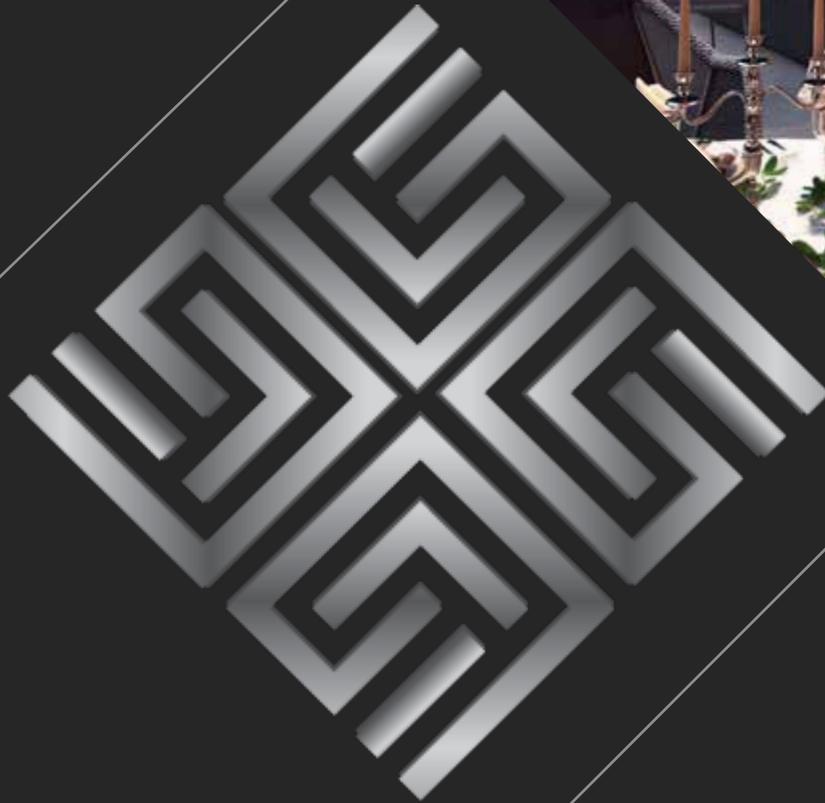


HR | HOTEL RETLAW

The Original Legendary Hotel Collection®

AUTUMN 2017

- BEFORE vs
AFTER



CONCEPTUAL
INTERIOR DESIGN
GURU OF LUXURY

Yvonne Roberts | PRINCIPAL
CREATIVE DIRECTOR

www.guruofluxury.com

HOTEL RETLAW poised for luxury!

OPENING 2018

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 autumn of 2017 that will preserve the historic significance and aesthetics of the iconic property, while infusing it with contemporary luxury.

creative-conceptual design

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



CURRENT MAIN LOBBY



GRAND LOBBY
HOTEL RETLAW | Fond du Lac, Wisconsin



CURRENT MAIN LOBBY



GRAND LOBBY
HOTEL RETLAW | Fond du Lac, Wisconsin



CURRENT MAIN LOBBY



GRAND LOBBY
HOTEL RETLAW | Fond du Lac, Wisconsin



CURRENT MAIN LOBBY



GRAND LOBBY
HOTEL RETLAW | Fond du Lac, Wisconsin



CURRENT MAIN LOBBY



GRAND LOBBY
HOTEL RETLAW | Fond du Lac, Wisconsin



CURRENT MAIN LOBBY



espresso café & wine bar

Espresso Café & Wine Bar

HOTEL RETLAW | Fond du Lac, Wisconsin

The Espresso Café & Wine Bar will be a cozy tuck away with an on the run option. A fun place to grab and go or while the time away over a cup of fresh roasted coffee or a glass of Chablis.

French patisseries, macarons and croissants—specialty coffees and teas from around the world bring a bit of home comfort to any traveler. The fireplace creates calm as does the warm colors of the available seating nearby. In the afternoons and evenings, the Café Bar will offer wines by the glass and select craft beers.



*‘The Visionary Starts with a Clean Sheet of Paper
and Re-Imagines The World.’*

-Malcolm Gladwell



ESPRESSO CAFÉ & WINE BAR
HOTEL RETLAW | Fond du Lac, Wisconsin



CURRENT CAFE SPACE



ESPRESSO CAFÉ & WINE BAR
HOTEL RETLAW | Fond du Lac, Wisconsin



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ESPRESSO CAFÉ & WINE BAR
HOTEL RETLAW | Fond du Lac, Wisconsin



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ESPRESSO CAFÉ & WINE BAR
HOTEL RETLAW | Fond du Lac, Wisconsin



ESPRESSO CAFÉ & WINE BAR
HOTEL RETLAW | Fond du Lac, Wisconsin



ESPRESSO CAFÉ & WINE BAR
HOTEL RETLAW | Fond du Lac, Wisconsin



LOGO SHOP
HOTEL RETLAW | Fond du Lac, Wisconsin



LOGO SHOP
HOTEL RETLAW | Fond du Lac, Wisconsin



LOGO SHOP
HOTEL RETLAW | Fond du Lac, Wisconsin



Jazzmine's Brasserie & Lounge

HOTEL RETLAW | Fond du Lac, Wisconsin

Jazzmine's Brasserie, Hotel Retlaw's signature restaurant, will be a sophisticated yet casual dining establishment, with a farm-to-table concept for culinary offerings—placing itself on the cutting edge of bistro cuisine.

A comprehensive beer and wine list will include discovery varieties. Trendy and classic signature cocktails will be served in premium stemware to enhance each guest's libation experience

Rich, muted, warm tones invite our guests to linger in a soothing environment with soft musical interludes. The renovation will bring back the hotel's original grand, elegant design while embracing compatible modern elements.



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

- Yvonne Roberts



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



CURRENT LOUNGE



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



CURRENT LOUNGE



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



CURRENT RESTAURANT



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



CURRENT RESTAURANT



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



CURRENT RESTAURANT



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



CURRENT RESTAURANT



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



CURRENT PRIVATE ROOM



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



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



HOTEL GUEST RESTROOMS

HOTEL RETLAW | Fond Du Lac, Wisconsin

The embodiment of refinement, the lobby restrooms at Hotel Retlaw will provide a dazzling glimpse of the hotel's gracious opulence.

Visitors will feel pampered from the moment they step into this space with its black and white design scheme offering a reflection of the venue's rich past. Also, the bathroom will incorporate all the excellent modern touches today's guests expect.

High-quality fixtures plus the impeccable artistic taste of gorgeous hardwood, and beautiful marble floors will reinforce the breathtaking landmark beauty of Hotel Retlaw and will endear it to guests from the very first glance.



CURRENT GUEST RESTROOMS

FIRST FLOOR LOBBY RESTROOM
HOTEL RETLAW | Fond du Lac, Wisconsin



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FIRST FLOOR LOBBY RESTROOM
HOTEL RETLAW | Fond du Lac, Wisconsin



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FIRST FLOOR LOBBY RESTROOM
HOTEL RETLAW | Fond du Lac, Wisconsin



FIRST FLOOR LOBBY RESTROOM
HOTEL RETLAW | Fond du Lac, Wisconsin



SECOND FLOOR LOBBY RESTROOM
HOTEL RETLAW | Fond du Lac, Wisconsin



SECOND FLOOR LOBBY RESTROOM
HOTEL RETLAW | Fond du Lac, Wisconsin



SECOND FLOOR LOBBY RESTROOM
HOTEL RETLAW | Fond du Lac, Wisconsin



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SECOND FLOOR LOBBY RESTROOM
HOTEL RETLAW | Fond du Lac, Wisconsin



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GUEST ELEVATOR
HOTEL RETLAW | Fond du Lac, Wisconsin



CURRENT GUEST ROOM ELEVATOR



GUEST ROOM CORRIDOR
HOTEL RETLAW | Fond du Lac, Wisconsin

'It's Not Just Design; It's A Lifestyle.'
Guru Of Luxury—'Feel The Awe...!'
~ Yvonne Roberts



GUEST ELEVATOR
HOTEL RETLAW | Fond du Lac, Wisconsin



GUEST ELEVATOR
HOTEL RETLAW | Fond du Lac, Wisconsin



GUEST ROOM CORRIDOR
HOTEL RETLAW | Fond du Lac, Wisconsin



CURRENT GUEST ROOM CORRIDOR



HOTEL GUEST ROOMS & SUITES

HOTEL RETLAW | Fond Du Lac, Wisconsin

With a traditional sense of neoclassic style and Art Deco flair – the guest rooms of Hotel Retlaw provide a restful haven for our guest travelers.

Designed to evoke the elegance of a bygone era each suite is further enhanced by a dramatic black and white marble bathroom and warm heated floors. Silky-soft Egyptian cotton linens, plush bamboo terrycloth towels, towel rack warmer and upscale bath amenities.

Guests will delight in the textures of quality linens and furniture in the suite. State-of-the-art technology; WI-FI, LED TVs, USB ports, an iPod dock/clock radio, in-room safe, coffee brewers and mini bar.



*‘Luxury Must Be Comfortable,
Otherwise It Is Not Luxury.’
~Coco Chanel*



CLASSIC KING GUEST ROOM
HOTEL RETLAW | Fond du Lac, Wisconsin



CURRENT GUEST ROOM



CLASSIC KING GUEST ROOM
HOTEL RETLAW | Fond du Lac, Wisconsin



CURRENT GUEST ROOM



CLASSIC KING GUEST ROOM
HOTEL RETLAW | Fond du Lac, Wisconsin



CURRENT GUEST ROOM



CLASSIC KING GUEST ROOM
HOTEL RETLAW | Fond du Lac, Wisconsin



CURRENT GUEST ROOM



CLASSIC KING GUEST ROOM
HOTEL RETLAW | Fond du Lac, Wisconsin



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CLASSIC KING GUEST ROOM
HOTEL RETLAW | Fond du Lac, Wisconsin



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ONE-BEDROOM CLASSIC KING SUITE
HOTEL RETLAW | Fond du Lac, Wisconsin



*'Design Is Not Just What It Looks Like & Feels Like.
Design Is How It Works.'*
~ Steve Jobs



ONE-BEDROOM CLASSIC KING SUITE
HOTEL RETLAW | Fond du Lac, Wisconsin



ONE-BEDROOM CLASSIC KING SUITE
HOTEL RETLAW | Fond du Lac, Wisconsin



ONE-BEDROOM CLASSIC KING SUITE
HOTEL RETLAW | Fond du Lac, Wisconsin



ONE-BEDROOM CLASSIC KING SUITE
HOTEL RETLAW | Fond du Lac, Wisconsin



CLASSIC KING GUEST BATHROOM
HOTEL RETLAW | Fond du Lac, Wisconsin



CURRENT GUEST BATHROOM



CLASSIC KING GUEST BATHROOM
HOTEL RETLAW | Fond du Lac, Wisconsin



CLASSIC KING GUEST BATHROOM
HOTEL RETLAW | Fond du Lac, Wisconsin



ONE-BEDROOM CLASSIC KING SUITE
HOTEL RETLAW | Fond du Lac, Wisconsin



ONE-BEDROOM CLASSIC KING SUITE
HOTEL RETLAW | Fond du Lac, Wisconsin



ONE-BEDROOM CLASSIC KING SUITE
HOTEL RETLAW | Fond du Lac, Wisconsin



ONE-BEDROOM CLASSIC KING SUITE
HOTEL RETLAW | Fond du Lac, Wisconsin



CLASSIC KING SUITE BATHROOM
HOTEL RETLAW | Fond du Lac, Wisconsin



CLASSIC KING SUITE BATHROOM
HOTEL RETLAW | Fond du Lac, Wisconsin



DILLINGER GRAND SUITE
HOTEL RETLAW | Fond du Lac, Wisconsin



DILLINGER GRAND SUITE
HOTEL RETLAW | Fond du Lac, Wisconsin



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DILLINGER GRAND SUITE
HOTEL RETLAW | Fond du Lac, Wisconsin



DILLINGER GRAND SUITE
HOTEL RETLAW | Fond du Lac, Wisconsin



Crystal Ballroom & Event Space

HOTEL RETLAW | Fond du Lac, Wisconsin

The Crystal Ballroom has long been the heart of Hotel Retlaw. In the hotel's early years, the ballroom echoed with the songs of Gershwin, the beat of big band music, and the rhythm of the jitterbug. The Ballroom has hosted many notable guests over the years—from the Roosevelts to the Kennedys. The vision for Hotel Retlaw's Crystal Ballroom has not swayed with the passing of time. It lends itself to formal affairs and lavish dinners, elegant weddings, and gala celebrations. It also serves well as a perfect setting for executive conferences and corporate events.

The Hotel Retlaw will establish itself as the preferred setting for corporate groups. The Retlaw's unique attributes will distinguish the property from the typical hotel model throughout the local region. Function rooms will reflect the historic ambiance and luxurious surroundings of the iconic hotel.



'Creativity is Intelligence Having Fun.'

-Albert Einstein



SECOND FLOOR CORRIDOR
HOTEL RETLAW | Fond du Lac, Wisconsin



CURRENT CORRIDOR IMAGE



CRYSTAL BALLROOM
HOTEL RETLAW | Fond du Lac, Wisconsin



1920's HISTORIC IMAGE

CRYSTAL BALLROOM
HOTEL RETLAW | Fond du Lac, Wisconsin



CRYSTAL BALLROOM
HOTEL RETLAW | Fond du Lac, Wisconsin



CURRENT BALLROOM IMAGE

CRYSTAL BALLROOM
HOTEL RETLAW | Fond du Lac, Wisconsin



CRYSTAL BALLROOM
HOTEL RETLAW | Fond du Lac, Wisconsin



CRYSTAL BALLROOM
HOTEL RETLAW | Fond du Lac, Wisconsin



CRYSTAL BALLROOM
HOTEL RETLAW | Fond du Lac, Wisconsin



*'We Like Design To Be Visually Powerful,
Intellectually Elegant, And Above All Timeless.'*

-Massimo Vignelli



VIP MEETING ROOM & OUTDOOR TERRACE
HOTEL RETLAW | Fond du Lac, Wisconsin



CURRENT VIP MEETING ROOM



VIP MEETING ROOM WITH OUTDOOR TERRACE
HOTEL RETLAW | Fond du Lac, Wisconsin



CURRENT VIP MEETING ROOM



VIP MEETING ROOM WITH OUTDOOR TERRACE
HOTEL RETLAW | Fond du Lac, Wisconsin



VIP MEETING ROOM WITH OUTDOOR TERRACE
HOTEL RETLAW | Fond du Lac, Wisconsin



OUTDOOR TERRACE
HOTEL RETLAW | Fond du Lac, Wisconsin



CURRENT OUTDOOR TERRACE



OUTDOOR TERRACE
HOTEL RETLAW | Fond du Lac, Wisconsin



OUTDOOR TERRACE
HOTEL RETLAW | Fond du Lac, Wisconsin



OUTDOOR TERRACE
HOTEL RETLAW | Fond du Lac, Wisconsin



CURRENT OUTDOOR TERRACE



VIP RECEPTION
HOTEL RETLAW | Fond du Lac, Wisconsin



VIP RECEPTION
HOTEL RETLAW | Fond du Lac, Wisconsin



VIP RECEPTION
HOTEL RETLAW | Fond du Lac, Wisconsin



OUTDOOR TERRACE
HOTEL RETLAW | Fond du Lac, Wisconsin



Spa & Wellness Level...*Feel the Awe!*

HOTEL RETLAW | Fond Du Lac, Wisconsin

Expressive, extravagant and unexpected...designed to evoke the elegance of a bygone era in the most luxurious setting.

The Spa & Wellness Level further illustrates who I am as a designer. With a bold vision for combining lavish beauty with historical integrity, courageous modern-day strokes beautifully balancing shapes, textures, and materials.

The comprehensive transformation of Retlaw beautifully balances shapes, textures, and materials with an expression of whimsy...celebrating the lavishly, frivolous soul of this 1920's grande dame!

Cheers!



*'In Order To Be Irreplaceable
One Must Always Be Different.'*
~Coco Chanel

SPA & WELLNESS CORRIDOR
HOTEL RETLAW | Fond du Lac, Wisconsin



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SPA & WELLNESS CORRIDOR
HOTEL RETLAW | Fond du Lac, Wisconsin



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SPA & WELLNESS CORRIDOR
HOTEL RETLAW | Fond du Lac, Wisconsin



SPA & WELLNESS CORRIDOR
HOTEL RETLAW | Fond du Lac, Wisconsin



HAIR & NAIL SALON
HOTEL RETLAW | Fond du Lac, Wisconsin



HAIR & NAIL SALON
HOTEL RETLAW | Fond du Lac, Wisconsin



HAIR & NAIL SALON
HOTEL RETLAW | Fond du Lac, Wisconsin



HAIR & NAIL SALON
HOTEL RETLAW | Fond du Lac, Wisconsin



HAIR & NAIL SALON
HOTEL RETLAW | Fond du Lac, Wisconsin



HAIR & NAIL SALON
HOTEL RETLAW | Fond du Lac, Wisconsin



FITNESS CENTER
HOTEL RETLAW | Fond du Lac, Wisconsin



FITNESS CENTER
HOTEL RETLAW | Fond du Lac, Wisconsin



FITNESS CENTER
HOTEL RETLAW | Fond du Lac, Wisconsin



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SPA & WELLNESS RESTROOM
HOTEL RETLAW | Fond du Lac, Wisconsin



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SPA & RELAXATION POOL

HOTEL RETLAW | Fond Du Lac, Wisconsin

Guests visiting Hotel Retlaw Spa will be treated to a one-of-a-kind spa experience and be welcome to indulge in luxurious 'Relaxation Spa Pool.'

Designed with both male and female guests in mind, the spa will incorporate a healthy balance of the five Zen elements: wood, fire, earth, metal, and water. Whether guests are in Fond du Lac for business, sports, or pleasure, the spa will offer a luxurious environment for them to be pampered and rejuvenated during their stay.

Services offered at the Retlaw Spa will include current beauty technology facials such as the Men's C+ Energy Facial, the Crystal Clear Dermabrasion Deluxe Facial, the Pure Renewing Glowing Facial, and more. Multiple massage packages will also be offered that feature Ultimate Aromatherapy Experience Massage, Distressed Deep Tissue Sports Massage, and more.



*'Just when the caterpillar thought
the world was over, it became a butterfly.'*

~ Proverb

WELLNESS SPA
HOTEL RETLAW | Fond du Lac, Wisconsin



WELLNESS SPA
HOTEL RETLAW | Fond du Lac, Wisconsin



WELLNESS SPA
HOTEL RETLAW | Fond du Lac, Wisconsin



WELLNESS SPA
HOTEL RETLAW | Fond du Lac, Wisconsin



WELLNESS SPA
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WELLNESS SPA
HOTEL RETLAW | Fond du Lac, Wisconsin



WELLNESS SPA
HOTEL RETLAW | Fond du Lac, Wisconsin



WELLNESS SPA
HOTEL RETLAW | Fond du Lac, Wisconsin



WELLNESS SPA
HOTEL RETLAW | Fond du Lac, Wisconsin



CURRENT LOCKER ROOM IMAGE



WELLNESS SPA
HOTEL RETLAW | Fond du Lac, Wisconsin



CURRENT LOCKER ROOM IMAGE



WELLNESS SPA
HOTEL RETLAW | Fond du Lac, Wisconsin



CURRENT LOCKER ROOM IMAGE



WELLNESS SPA
HOTEL RETLAW | Fond du Lac, Wisconsin



WELLNESS SPA
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WELLNESS SPA
HOTEL RETLAW | Fond du Lac, Wisconsin



WELLNESS SPA
HOTEL RETLAW | Fond du Lac, Wisconsin



RELAXATION POOL
HOTEL RETLAW | Fond du Lac, Wisconsin



CURRENT POOL IMAGE



RELAXATION POOL
HOTEL RETLAW | Fond du Lac, Wisconsin



CURRENT POOL IMAGE



RELAXATION POOL
HOTEL RETLAW | Fond du Lac, Wisconsin



CURRENT POOL IMAGE



RELAXATION POOL
HOTEL RETLAW | Fond du Lac, Wisconsin



CURRENT POOL IMAGE



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.

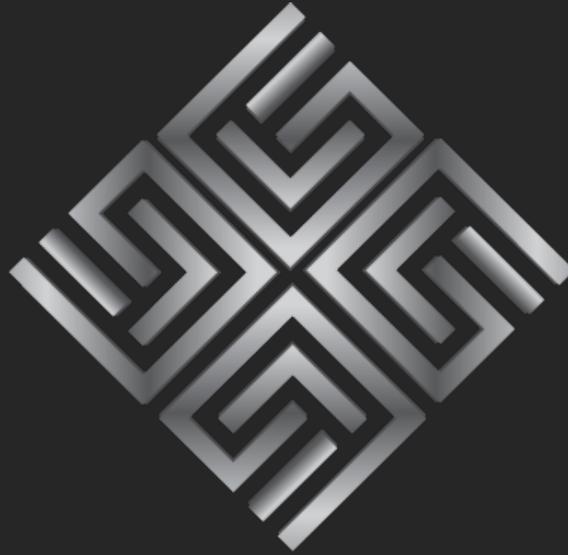
Of equal significance in today’s world is a focus on offering a responsible luxury experience—from organic products to progressive conservation and recycling programs. Eco-luxury travel is carving its place in the luxury travel market, and 44% of travelers choose to stay at environmentally conscious 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

INTERIOR DESIGN + 3D RENDERINGS

HOSPITALITY INDUSTRY CONSULTING

20+ YEARS EXPERIENCE

GURU OF LUXURY, LLC

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◆ Contingent Upon Approval

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