

# onefinestay expands unique unhotel concept to Paris and Los Angeles

## Live like a local in four cities

**London – 18<sup>th</sup> September 2013** - **onefinestay** ([www.onefinestay.com](http://www.onefinestay.com)), a new category of upscale accommodation that lets visitors live like locals by staying in a distinctive home while the owner is out of town, today announced it is launching in Paris and Los Angeles. Following the rapidly growing company's runaway success in London and New York, it today opens the doors to beautiful, curated homes across the most interesting neighbourhoods in both cities with its signature high-end service.

**onefinestay** redefines the experience of city travel, combining the distinctive character of a home with all the comforts and conveniences of a boutique hotel. Guests enjoy 5\* linens, fluffy towels, toiletries and even an iPhone stocked with local recommendations for the duration of their stay. While guests enjoy the charm and character of the city, homeowners benefit by earning a hassle-free income from a house or apartment at times when it would otherwise stand vacant.

Founded in September 2009 and first launched in London in May 2010 with just six homes listed on its website, this is a concept that has already enjoyed enormous popularity -- **onefinestay** exclusively manages a portfolio of upscale homes worth well in excess of \$2.5bn across London and New York. This growth has been supported by a full time team of more than 200 people.

Aiming to expand on this success, **onefinestay** launches with a carefully curated collection of two dozen homes in Paris, spanning sought-after neighbourhoods including Le Marais, Montmartre and Batignolles. Distinctive options include [decadent Haussmann apartments](#) and [contemporary houses](#), with prices ranging from €150 per night for a comfortable one bedroom apartment to over €700 per night for a grand four bedroom home. Keyvan Nilforoushan, former Managing Partner at venture capital firm NextStage and a native Parisian, has been appointed as General Manager of the Paris operation.

In Los Angeles, **onefinestay's** expansion has been led by Alexandra Rethore, who joined the team from high-growth fashion rental business Rent the Runway where she was Director of Operations, and also previously served as Vice President, Business Manager at Christie's auction house. Launching initially with two dozen homes in Santa Monica, Pacific Palisades, Venice, Brentwood and Hollywood,

homes now available to book include [creative boltholes](#) and [capacious houses](#). Prices range from \$250 per night for a one bedroom apartment to over \$2,000 per night for a four bedroom house in Venice.

Greg Marsh, CEO and co-founder of **onefinestay**, said, “Ever since our launch in London, we have been deluged by demand for Paris and LA. It’s seriously exciting that we’re finally open for business in both cities. This is a giant leap towards our goal of helping visitors live like locals, wherever they are in the world.”

This wave of expansion follows the company’s international launch in New York in May 2012 and builds on the sustained growth of its business in London, where August saw the addition of the 1,000<sup>th</sup> home in the city to **onefinestay**’s collection. Other significant developments over the past 12 months include the unveiling of patent-pending keyless entry technology, [Sherlock](#), in February 2013.

The company’s continued growth has been supported by backing from top-tier international investors. **onefinestay** has secured significant venture capital funding from Canaan Partners, Index Ventures, and PROfounders, as well as some of the foremost figures in the travel and hospitality world including Brent Hoberman, co-founder of Lastminute.com; Andy Phillips, co-founder of Active Hotels; and David Magliano, former Director of Marketing for London’s successful 2012 Olympic bid.

**onefinestay**’s ambition is to have an unhotel in every major world city, with further international expansion plans underway in the coming months.

*Please note **onefinestay** is one word, no spaces, lower case*

#### **Notes to Editors:**

onefinestay ([www.onefinestay.com](http://www.onefinestay.com)) redefines the experience of city travel: live like a local by staying in a distinctive home while the owner is out of town, with a service which offers all the convenience and comfort of a hotel. Guests enjoy luxury amenities like 5\* hotel linens and toiletries, and are even lent an iPhone for the duration of their stay which is stocked with local tips from the home’s owner and from which they can make free local calls. Members benefit by earning an income from a house or apartment which would otherwise stand vacant, without the risk or hassle associated with alternatives like holiday rental or short letting. Since its launch in 2010, onefinestay has signed up over 1,000 members, and today manages an exclusive portfolio of beautiful upscale homes in London, New York, Paris and Los Angeles worth over \$2.5bn.

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