



Press Release
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W Doha Hotel & Residences Opens a Fully Evolved WAHM

Doha – Qatar. W Doha Hotel & Residences, the first luxury lifestyle hotel in Qatar, opens a fully refurbished and evolved WAHM, an exclusive poolside lounge that is poised to gather the city’s savviest and most stylish show stoppers for a revelry redefined and reinvented.

WAHM’s new look can only be described as visionary, modern, dramatic, and provocative. The venue has undergone a complete transformation from a bar into a sophisticated lounge with the use of subtle vibrant colors while still highlighting the bold designs to create a magnetic feel. The gold fins-clad ceilings are brought in from the terrace to form a feature above and to the back of the bar, separated by mosaics to represent water falling to tie in with the Wet Deck. Rich green paneling surround the lounge with gold detailing and textured wall covering to add a sophisticated decadence. Beautiful handmade chairs covered in velvet give a feeling of softness and elegance.

United Design Partnership (UDP) is the team behind the interior renovation of WAHM and the recently revamped Market by Jean-Georges. “We wanted to refresh the WAHM concept with new designs using interesting materials contrasting each other in texture and color. The result has created a refined lounge while staying true to the W brand,” says UDP Design Director, Danielle Duggleby.

The offerings have also evolved to cater to the taste of guests who wish to go longer, stay later, connect and live life to the fullest. The dynamic menu gives the option to retox with handcrafted cocktails and skinny shims, detox with raw juices and mocktails, and even quench the craving for comfort food with hearty servings styled to make anyone feel good and prepared for the day or night ahead. Complementing this is the sound that sets the scene with resident and international DJs behind the decks playing world electronic music with eclectic oriental and occidental fusion sounds until sunset. This transitions into stimulating beats and deep soulful house that progresses into the peak of the night with solid soulful grooves.

“WAHM has truly evolved as part of W Doha’s ethos of constant innovation and infusion of the element of surprise to produce unrivalled experiences that keep guests coming back for more.



While the physical features and offerings may be reinvigorated, we can guarantee that you will come back to the same quality of service, still energetic, limitless, always spontaneous and outstanding. We invite you to discover WAHM and make it once again your favorite lounge in Doha," says Safak Guvenc, Area Manager Qatar and Oman, Starwood Hotels & Resort and General Manager of W Doha.

WAHM is open in July daily from 5:00pm until 2:00am. The WAHM action is also about to get even more exciting with the addition of breakfast and lunch offerings and Saturday Sunset Sessions expected to launch in the coming months.

For reservations or enquiries, please contact +974 4453 5000. For more information, please visit www.whoteldoha.com.

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About W Doha Hotel & Residences

Casual glamour meets urban energy at W Doha Hotel & Residences. Find insider access to the hottest shopping, buzzing nightlife and full array of restaurants and lounges located in the hotel. W Doha features 289 rooms and suites each with iconic design. Experience creative cuisine at Spice Market and Market by chef Jean-Georges, La Spiga by Paper Moon or try the W Café for mouth-watering snacks. The hotel invites you to mingle at one of the three bars & lounges, the Living Room, Wahm and Crystal, the sleekest spots in town, or kick back and re-energise at the BLISS® Spa or the WET poolside. Finally, get some business done and connect with the world in the Wired Business Centre or meeting rooms. Should guests need to leave the hotel, they can discover historical culture at the Museum of Islamic Arts in the Corniche, or take in the sounds and spices of Souq Waqif, both only minutes away from W Doha, with the help of the hotel's own W Insiders. Too much choice? Rest assured the W brand's signature Whatever/Whenever service philosophy, will be able to offer you whatever you want – day or night!