

HYDE

P E R T H

A New Rhythm for Perth: HYDE Perth to Open March 2026

Where sound, design, and a bohemian spirit flow seamlessly together



Perth, Australia - HYDE Hotels, the lifestyle brand rooted in music, creative culture and connection, is set to open its most significant chapter yet with the unveiling of HYDE Perth in March 2026. The 121-room property will be HYDE's first ground-up, purpose-built hotel globally, marking a defining new rhythm for Australian hospitality.

Situated on Pier Street in Perth's CBD, HYDE Perth channels the brand's origins; music-driven, culturally attuned, and social at its core, it filters that spirit through Western Australia's golden glow and slower pace.

Born from HYDE's global lineage in the 2000s LA club scene, HYDE Perth carries that same pulse but in a way that feels more intimate in scale, electric in energy and grounded in local spirit. It sits at the intersection of hospitality, music and design, expanding the city's creative fabric while letting Perth's own voice lead the way. Local artists, makers, and musicians shape the cultural program; DJ residencies, live sets, poolside gatherings, wellness sessions, and creative takeovers - HYDE Perth is creating a place that feels lived-in, expressive, and human.

"Perth's growing cultural and hospitality scene made it the natural home for HYDE's first purpose-built Australian hotel," says Rhys Challenger, General Manager of HYDE Perth.

"HYDE Perth brings something new to the city, it complements what's already here but offers something completely different, a five-star experience that blends lifestyle, music and culture, giving Perth something it hasn't experienced before."

At its centre is FARRA, a Grecian-inspired dining concept shaped by Mediterranean lineage and Western Australian produce. It unfolds across dining, pool and terrace, with pool deck that shifts with the day, social by nature, never by performance. The 121 rooms and suites offer places to reset without tuning out, while sensory-rich communal spaces blur the edges between stay and social. Wellness areas lean into breath,

movement and sound, and event spaces are designed for ideas, music and gatherings that feel unplanned in the best way.

Interiors by Anthology Studio balance the coastal European soul with Perth's natural light to create spaces that feel warm, layered, and lived-in. Textured render, local timber, and hand-laid stone define the palette, paired with sun-washed tones and bespoke, custom-designed furniture created exclusively for HYDE Perth, making each space feel singular and tied to the place rather than a trend. Lighting is treated as texture, sitting alongside curated sound design, shaped in collaboration with global music curators, and a signature scent inspired by local botanicals. True to HYDE's bohemian spirit, the spaces feel expressive, quietly confident, and instinctively different.

Less about checking in, more about tuning in, HYDE Perth speaks to travellers and locals alike who move by feeling rather than follow the crowd. The creatively curious, culturally tuned-in, experience-led and socially connected. People who appreciate a good playlist, open plans, and that unmistakable laid-back luxe feeling.

Reservations are now open.

Members of [Dis-loyalty](#), Ennismore's global travel and food membership, can access 50% off stays at HYDE Perth for the first three months after opening, 10% discount at FARRA every time they dine or grab a drink by the pool, and a barista coffee on the house, every single day. Find out more at [Dis-loyalty](#).

More than a hotel, HYDE Perth is a state of being, a place to feel, move, and connect, reimagining the brand's signature rhythm through Perth's light, creative spirit, and relaxed coastal rhythm.

For more information and bookings, visit hydehotels.com.

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Link to images [HERE](#)

ABOUT HYDE HOTELS, RESORTS & RESIDENCES

From the moment HYDE hit the nightlife scene in 2005 with the eponymous HYDE Lounge on Los Angeles' iconic Sunset Strip, it has been committed to bringing people together through exceptional communal experiences and impeccable setlists. Staying true to its roots, the brand has evolved to include HYDE Hotels and Residences, Beach Clubs, and Mixology Lounges, giving access to a new kind of lifestyle hospitality grounded in the spirit of discovery.

Currently located in vibrant global destinations including Miami, London, Dubai and Bodrum, with upcoming openings in Mexico City and Bali, each HYDE location is individually curated to embrace its local music and creative scene yet is connected through a unique state of mind that celebrates freedom of expression and the spirit of collective experience.

HydeHotels.com HYDE Hotels, Resorts & Residences is part of Ennismore, a creative hospitality company rooted in culture and community, with a global collective of entrepreneurial and founder-built

brands with purpose at their heart. Formed in 2021, Ennismore is a joint venture with Accor, which holds a majority shareholding. ennismore.com