

IGB OPENS REBRANDED HOTEL

Refreshed identity for St Giles Boulevard with commitment to sustainability

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IGB Group has reopened and rebranded the Boulevard Mid Valley City as St Giles Boulevard.

The hotel was closed in 2021 due to the Covid-19 pandemic.

The company said the rebranding marked a new chapter for the hotel, combining a refreshed identity with a steadfast commitment to sustainability.

During the closure, the hotel undertook an RM18 million refurbishment of its guestrooms and public facilities as well as overhauled all plumbing, electrical and air-conditioning systems to meet global efficiency standards.

Citel Hotel Management Sdn Bhd (CHM) will continue to manage the hotel under the St

Giles brand.

CHM chief executive officer James Loo said the decision to rebrand the hotel was a testament to its commitment to innovation and sustainable luxury.

"As we embrace this new identity, we are proud to offer an environment where our guests can indulge in comfort while being mindful of their ecological footprint."

The reopening is accompanied by comprehensive sustainability initiatives.

Among the steps taken were refillable glass bottles for water, toiletries revamp, energy efficiency and bamboo key cards.

"St Giles has always stood for excellence and innovation. The reopening and rebranding

of St Giles Boulevard signifies a commitment to providing world-class hospitality while embracing sustainability as a core value," said Loo.

“As we embrace this new identity, we are proud to offer an environment where our guests can indulge in comfort while being mindful of their ecological footprint.”

JAMES LOO

Citel Hotel Management
Sdn Bhd chief executive
officer



The guestrooms and facilities of St Giles Boulevard hotel have been refurbished.