



From Bellboy to Brand Builder: Leading Hotelier Launches Luminous Living

Luminous Takes Over Hotel Fitzroy and Announces New Auckland Hotel

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Auckland, 4 December 2024. Luminous Living - a new luxury living brand - officially launches today, redefining high-end hotel and lifestyle accommodation.

With a promise to disrupt, innovate, and set new standards in New Zealand's luxury accommodation landscape, Luminous is shining a light on a new era of hospitality. Through elevated guest experiences, seamless service, designer amenities, and an all-inclusive offering, Luminous thoughtfully caters to the needs of discerning guests across its collection of distinctive properties.

In another string to its bow, Luminous offers premium property management services for owners, including a range of customisable partnership models tailored to meet the requirements of luxurious dwellings including lodges, boutique hotels, resorts, penthouses and suites.

Chris Dickinson, Founder and Director of Luminous Living, has had the privilege of transforming ideas into brand experiences across some of Australasia's most iconic hotels and projects.

"After years of crafting success for others, I've set out to write a new legacy with Luminous Living. Born from my passion and commitment to transformative guest experiences, building successful teams, and driving outcomes for owners, Luminous will set new benchmarks in luxury living, curated service, and property management," says Chris.

Luminous Lights Up Hotel Fitzroy

In a homecoming for Dickinson, who originally launched **Hotel Fitzroy in Auckland's Ponsonby**, Luminous will take over operations of the boutique property, currently operating under the Fable banner, on Monday 16 December 2024. The rebranded '**Hotel Fitzroy by Luminous**' will introduce a heightened level of luxe, including an enhanced all-inclusive food and beverage offering, personalised cocktails, superior Astro Towers mattresses, a butler/chauffeur, and the arrival of coveted international brands into New

Zealand including **Chopard** Swiss bathroom amenities, branded **Rivolta Carmignani** Italian linens, and authentic Italian **Illy coffee**.

Announcement of New Flagship - Luminous on Anzac

Luminous on Anzac, a conversion of an existing heritage building into a design-led boutique hotel, is scheduled to open in February 2025. Located at 45 Anzac Avenue in Auckland's CBD, this property will offer eight expansive two-bedroom, two-bathroom penthouses, each featuring fully equipped kitchens, state-of-the-art appliances, spacious lounges, and in-house drycleaning and laundry services. Guests will also enjoy an all-inclusive curated food and beverage offering and access to an exclusive guest lounge.

“We are excited to debut Luminous on Anzac in early 2025 and have a strong pipeline of three additional properties to be announced. Our launch of Hotel Fitzroy marks the beginning of an inspiring journey as we illuminate this boutique property with subtle touches of service, elevated food and beverage, and world-class amenities,” added Chris.

Flexible Property Management for Owners

Luminous offers property owners and developers flexible partnership models, including lease agreements, full property management encompassing comprehensive oversight of operations, revenue management, brand positioning, refurbishment, food and beverage and sustainability programs. Tailored solutions include Distribution-only and Cleaning-only models with Luminous' sister service, Platinum Services.

“By combining our team's extensive high-end hotel industry expertise, dedication to excellence, and innovative technology, we aim to achieve market leadership across every facet of our operations. We go above and beyond to deliver exceptional experiences and service for guests, and provide premium property management for owners to optimise financial returns,” concluded Chris.

Luminous has plans to open four Auckland properties within the first half of 2025, followed by expansion into other major New Zealand tourism destinations and further abroad with 50 fully branded properties by 2030.

For more, follow the light to luminousliving.co.nz [Instagram](#) [Facebook](#) [LinkedIn](#)

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About Luminous Living

Luminous Living specialises in facilitating luxury accommodation experiences across New Zealand ranging from lodges, hotels, resorts, penthouses and suites. Proudly locally-owned and operated, Luminous offers bespoke services tailored to support short stays through to 30+ nights, and from one property up to 200+ room buildings.

A highly experienced high-end hotel operations team provides exceptional accommodation experiences, meticulously managing each property, and delivering superior service, while leveraging innovative technology to exceed the expectations of guests, partners, and property owners.

Luminous offers owners flexible partnership models, including lease agreements, full property management, distribution-only and cleaning-only models with Luminous' sister service, Platinum Services.

Luminous is led by Founder and Director Chris Dickinson, a hospitality visionary with a distinguished career that includes senior roles at CPG Hotels, FIFA, Mantra Group and Naumi Hotels. Follow the light at luminousliving.co.nz

About Platinum Services

Operating since 2021, Platinum Services is a complete B2B residential and commercial guest experience services company currently servicing 450+ properties across Auckland. Solutions include high-end cleaning of short-term accommodation, hotels, and residential properties, a five-star hotel linen and laundry service, in addition to revenue, sales and distribution, and guest experience specialists, who can improve guest engagement and customer service operations.

Platinum offers a complete package across systems, service and product. The company utilises market leading systems and technology, partners with superior suppliers, and uses only high-quality cleaning products and 5-Star plus hotel linen. For more information visit platinumservices.co.nz