Eave Hospitality launches as Tokyo-born hotel management company enters its next stage of multi-brand growth

New corporate identity builds on the growth of Section L and formally introduces Monograph Hotels and VOL., with VOL. projects planned for Tokyo and Kyoto in 2030.

TOKYO, 19 October 2026: Eave Hospitality launches today as the new parent company of Section L, Monograph Hotels and VOL., marking the next stage in the growth of the Tokyo-born hotel business.

The launch follows six years of growth for Section L, which has developed from a single apartment hotel in Tokyo into 14 properties across the city. The company is now preparing for its first expansion outside the capital, with new projects underway in Kyoto and Kumamoto.

That progress has also been recognised internationally, with Section L named Japan's Leading Serviced Apartment Brand 2026 at the World Travel Awards, an important milestone for a brand founded in 2020.

As the business behind Section L has grown, so too has its ambition. Eave Hospitality has been created to provide the corporate structure for that next stage: supporting multiple brands, strengthening the company's operating and development capabilities, and creating a foundation for purposeful growth across Japan and, over time, Asia Pacific.

Section L has not become Eave Hospitality. Eave Hospitality has grown around it

Alongside the launch of the new corporate identity, Eave Hospitality is formally introducing Monograph Hotels and VOL., expanding its portfolio to three distinct hotel brands.

"Section L gave us the opportunity to prove that we could build a hotel brand from the ground up and grow it purposefully," said Howard Ho, CEO of Eave Hospitality. "We started with one property in Tokyo. Today, Section L has grown across the city, we're preparing to take the brand outside Tokyo for the first time, and it has just been recognised as Japan's Leading Serviced Apartment Brand.

At the same time, the company behind it has changed. We now have three different brand propositions and projects taking us into new areas. Eave Hospitality gives us the structure we need for that next stage without changing what made Section L successful in the first place.”

From one brand to a hotel company



Section L remains at the heart of the Eave Hospitality story. Founded in Tokyo in 2020 around the idea Hotels Without Strangers, its growth has enabled the company to build a track record across brand development, hotel operations, commercial performance and investor partnerships. Section L Kumamoto will be the next property to take the model beyond Tokyo for the first time.Scheduled to open in 2028, the new 66-key property is being developed by Tokyo Tatemono Co., Ltd. and The Nishinippon Shimbun Building Co., Ltd., which will co-own the project. World Brands Collection Hotels & Resorts, Inc. (WBC) will serve as master lessee, and Eave Hospitality will operate the hotel under a hotel management agreement with WBC.

“Each Section L has taught us something about our guests, our operations, different neighborhoods and what makes the brand work,” Ho said. “Section L Kumamoto gives us the opportunity to take what we have learned in Tokyo and apply it somewhere new, while still responding to the neighborhood itself.”





Introducing Monograph Hotels

Monograph Hotels is the newest addition to the Eave Hospitality portfolio. Built around the idea ‘Stays Designed To Reconnect,’ Monograph Hotels is a premium collection of characterful hotels shaped by place. Each property will respond to the individual character of its location rather than follow a rigid template, while sharing a common approach to warm service, thoughtful generosity and meaningful local experiences.

Eave Hospitality is working with AB Capital, a leading real estate private equity manager with a fast-growing hotel portfolio in Japan, as its first partner for Monograph Hotels, marking the beginning of the brand’s development. Details of the first Monograph Hotels property will be announced separately.

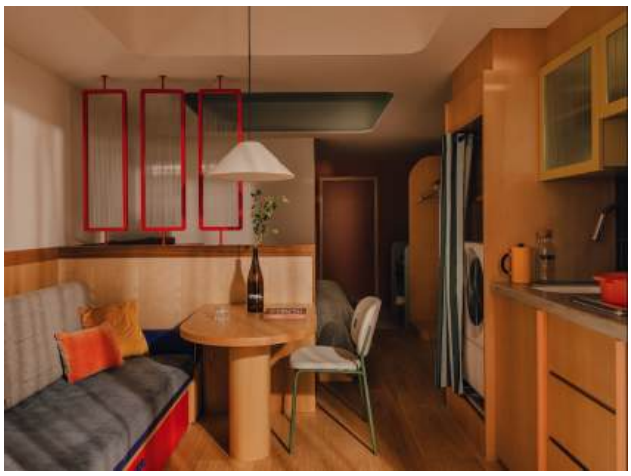
“We are pleased to be working with Eave Hospitality as the first partner for Monograph Hotels. What attracted us was the clarity of the brand proposition and its approach to creating hotels that respond to their individual location rather than applying a single formula. We look forward to developing that thinking together.” **Alan Kam, Founder & CEO of AB Capital**

VOL. advances in Tokyo and Kyoto

Eave Hospitality is also formally launching VOL., its upscale lifestyle aparthotel brand, with its first announced projects in Tokyo and Kyoto scheduled to open in 2030. Conceived as a living anthology, VOL. draws on the past, present and future of each neighborhood, layering bold design, culture and local stories into an immersive stay.

In Tokyo, VOL. Asakusa is being developed in partnership with Tohka,the real estate arm of Nakashimato Co., Ltd, extending an existing relationship between the companies. Nakashimato Co., Ltd, the century-old original parent company of Kewpie Corporation, has also deepened its commitment to the business itself, making a further investment into Eave Hospitality earlier this year. The investment leaves Eave Hospitality well-capitalised to pursue its next stage of growth,

including new markets, management partnerships, co-investment alongside owners and developers, and the continued development of its three brands.









A second ground-up VOL. development is also underway in Kyoto, marking the next step in the brand’s development. Further details on both projects will be announced at a later stage.

"We have worked alongside the Eave Hospitality team throughout the growth of Section L, and we are thrilled to continue our partnership with 'VOL. Asakusa.' We look forward to co-creating a functional and comfortable hotel that embraces Asakusa’s local character and the unique charm of Japan, while remaining mindful of our environmental and social responsibilities to grow together with the community."

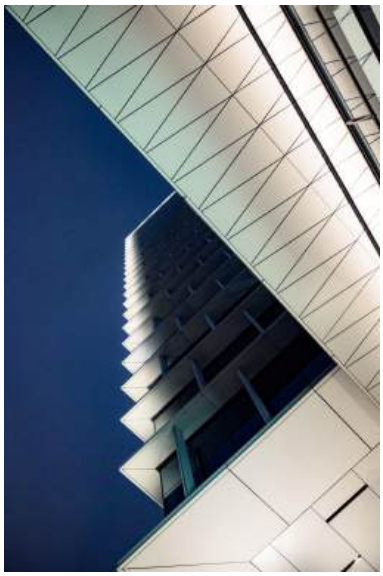
Amane Nakashima, Representative Director, Nakashimato Co., Ltd.:

Why Eave Hospitality, and why now?

Eave Hospitality has been created as the shared corporate foundation behind Section L, Monograph Hotels and VOL., bringing together brand development, hotel operations, commercial expertise and partnerships while allowing each brand to retain its own proposition and identity.

“We didn’t want to create three versions of the same hotel,” Ho said. “Each brand should have its own reason to exist and respond to a different opportunity. Eave Hospitality gives them a common foundation while giving each one the space to be itself.”

The name itself comes from architecture. An eave is the edge where a roof extends beyond the walls beneath it - the point where shelter begins. For Eave Hospitality, the idea reflects the belief that the places it creates should extend outward too, becoming part of their neighborhoods and wider communities. Eave Hospitality creates experiences that exist in the in-between: between hotel and home, arrival and belonging, individuality and community.





“We believe that every place we create is part of something larger than itself,” Ho said. “As we grow, we want to stay close to that idea. It means choosing opportunities purposefully, working with the right partners and building brands that make sense for the places they become part of.”

Building for the next stage

Eave Hospitality will continue to strengthen its business in Japan while building the capabilities and partnerships required for considered growth across Asia Pacific.

Its longer-term vision is to build APAC’s leading independent hotel company, where genuine hospitality and belonging grow together.



“We’re still early in the journey,” Ho said. “Section L is still growing, and we have a lot more we want to do with it. Eave Hospitality allows us to take what we have learned and reach a wider audience, one property at a time.”











ENDS

About Eave Hospitality

Eave Hospitality is an independent, people-powered hotel company creating and growing distinctive brands across APAC.

Home to Section L, Monograph Hotels and VOL., Eave Hospitality combines genuine care with purposeful growth to create places guests love, communities value and partners trust.

Inspired by the architectural edge where shelter begins and extends outward, Eave Hospitality develops hotels that become part of their neighborhoods and creates a lasting sense of belonging for guests, teams and partners.

Eave Hospitality - Built to belong

Media enquiries please contact: