

The Laslett

NOTTING HILL

The Laslett: West London's Neighborhood Gem Feels More Like a Private Home Than a Hotel



London, United Kingdom (2016) – Recently awarded Outstanding New Hotel at the Independent Hotel Show 2016, The Laslett, located in London's storied Notting Hill, takes inspiration from the area's vibrant cultural heritage, while capturing a new wave of Brit creative cool. Designed by London-based architecture and interior design firm **Waldo Works**, the impeccable 51 room listed period property spread across five interconnecting townhouses, has its own tale to tell. Named after Rhaune Laslett, a well-loved Notting Hill community activist and organizer of the original Notting Hill Festival, The Laslett's enviable location not only places guests at the epicenter of one of London's coolest zip codes, but at the doorstep of everything that central London has to offer. Double rooms from £204 (\$250 USD) per night, based on double occupancy. www.thelaslett.co.uk

Guest rooms and suites look and feel as though they could be straight out of a stylish friend's townhouse, with a jovial, residential ambiance which permeates through the property on each of the hotel's 5 floors. Provenance is at the heart of products and services curated for guests at The Laslett, with a firm focus on sourcing award-winning local London goods including **Workshop Coffee**, **Joe's Tea Co.**, **Sipsmith Gin** and **Press London Juices**. Similarly, The Laslett houses an enviable collection of furniture, from British designers including: award winning **Pinch**, which made bespoke Imo benches for the end of guest beds, bedside tables and lobby sofas; **Race Furniture** an iconic British heritage brand founded just after the Second World War, which purveys Classic BA dining chairs and original Carnegie Chairs at The Laslett; as well as a lighting collection, 'Gil' created for The Laslett from **Simon Day at Nocturne Workshop** named for soul singer legend, Gil Scott Heron.

Character and creativity is evident everywhere at The Laslett, where well-chosen **Penguin Classic** books for bedtime reading, sit beside curated artworks from local British artists, and vintage curiosities from

antiques dealer **Jerome Dodd, Les Couilles Du Chien**. Throughout the property hand-picked photographs and art line the walls, each with a special connection back to the hotel's location, whether it's a link back to the early days of the legendary Notting Hill Carnival or an association with fashionable West London. Impeccably designed guest bathrooms offer full-size skincare products from London's **Neal's Yard Remedies**. The Laslett's take on a mini bar, with its 'Big Bar' of both GOOD and BAD snacks including British retro sweets, is inside every room alongside 'Help Me' remedies, cocktail making sets and mouth-watering beverages, each with a distinctly British background. Inside each closet is a limited edition sustainable bag made sustainably by **ReWrap** for purchase. Room service includes quirky extras such as **Mrs Miller** suspenders and stockings available for purchase, a nod to cheeky Brit humor.

From now until January 2017, guests are invited to explore 'Little Shop of Curiosities by Jerome Dodd' – The Laslett's newly unveiled pop-up shop from West London's favorite eclectic antiques curator. His extraordinary curios, as seen in his cult shop on off Portobello Road, Les Couilles du Chien (a French version of the cheeky Cockney rhyming slang expression), will include decorative crystals, geodes and taxidermy butterflies, costing from £30 (\$37) and up. www.lescouillesduchien.com

The dynamic ground floor at The Laslett is more neighborhood hangout than hotel lobby, incorporating a library of British art and design books, walls of art, and a stunning vintage Cocktail Cart which makes the rounds during cocktail hour. A carefully curated vitrine boutique showcases collaborations with local designers and friends of The Laslett, each of which is available for purchase. Frequent pop up sales with local designers on property ensures that guests of The Laslett are well kitted out with West London's finest threads. Also in the lobby is The Henderson Bar and Coffee Shop serving simple, seasonal British dishes, specialty teas and coffee, homemade cakes and first-class cocktails. Open to all for breakfast, elevenses, lunch, afternoon tea and dinner. Beloved by residents and locals-in-the-know, and hosting seasonal food pop ups such as oyster nights. New for Summer 2016 will be outside patio seating for both guests and locals to enjoy an al fresco glass of Rosé or Rum Punch.

###

About Living Rooms:

Living Rooms is a unique collection of rooms, suites and residences at four central London addresses, each combining the services of a hotel with the privacy and space of home. The Laslett is the first standalone hotel in the Living Rooms collection, which also includes: No.5 Maddox Street in Mayfair; Europa House in Little Venice; and 56 Welbeck Street in Marylebone. Stylishly designed and elegantly appointed, given personality with handpicked furnishings from both mid-century modern and contemporary classic inspirations as well as collaborative, bespoke works with cutting edge names in British art and design. <http://www.living-rooms.co.uk>

About The Laslett:

Located in the heart of stylish Notting Hill in West London, The Laslett brings a much needed new hotel space to the area focusing on engaging with local London and British businesses in a creative and inspiring setting. Guest rooms and public spaces were styled and given creative direction by Ben Kelway of Atlas Projects, a London based creative director who works primarily with the fashion industry in London and New York. Architecture and interiors were spearheaded by Tom Bartlett of Waldo Works whose studio is renowned for its modern British design with a playful edge. Tracy Lowy, Founder, Living Rooms elegantly combines the service of a hotel with the style, comfort and space of a residential home. Furnishings and design collaborations with Pinch, Race Furniture, Simon Day at Nocturne Workshop make this hotel unique. Art collaborations showcase artists deeply involved in West London and the Notting Hill art scene including, Barry Kamen, Toby Mott, Barbara Hulanicki, Brian David Stevens and Jerome Dodd's Les Couilles du Chien. This 51 room property located in five connecting listed buildings offers understated West London cool, while indulging its guests with the very best of local art and design. Guests are provided with complimentary high speed Wi-Fi, 24 hour room service, complimentary passes to a local, private gym, in-room spa treatments, food & drink from The Henderson Bar and Coffee Shop, and off-site parking.

www.thelaslett.co.uk

Media Contact:

Caroline Ward

Marketing Executive at Living Rooms

caroline@living-rooms.co.uk

Tel: +44 (0)7501 229 769