

HOTELWATCH

No. 5 Maddox Street, London

The location

No. 5 Maddox Street is a set of serviced apartments in a period house just off Regent Street, one of a new breed of hotels that provides suites with kitchens. This concept is not for those who like to be restrained by a concierge, but perfect for couples who value privacy and discretion.

We like

The freedom from any unwanted intrusions in your serviced apartment. Should you wish, you do not even have to seek post reception when you arrive to. We like the feeling of affluence and abundance that this place inspires. Every aspect of No. 5 encourages visitors to believe that this is their very own central London home. We also like the option of popping out to Regent Street at any time of day or night.

Not so keen

On anything that proves the excess of privacy. A method of screening lifts and DVDs make rather than via reception would be nice. So would better sound-proofing in the rooms

overlooking Regent Street. The building's quirky shape makes for characterful noise, but planning restrictions mean there is no lift. Avoid the fourth floor if you anticipate to be staying home late at night.

The rooms

Attention has been paid to every detail to make the elegant Asian-style suites feel peaceful and serene. Many hotels offer the promise of a bespoke house, but No. 5 delivers. The generous storage, the fully stocked fridge (working as well as a mini-bar here), some wonderful scented soaps are all conducive to a feeling of being embraced in a comfort zone.

The other guests

Businessmen, many from the film and fashion industry, an extended stay in the city. Small and British family

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groups like the huge nation, No. 5 is included in *The World's Best London Hotels* magazine.

The food & drink

No restaurant but take-away menus are provided. Room service from Fabian, the Thai restaurant next door.

The spa

An arrangement with the Fitness First gym on Kings Street means US visitors are only three minutes away from their own leisure-cleaning jogging machines.

The bottom line

A one-bedroom Executive Suite costs from £247.50, including breakfast.

The details

No. 5 Maddox Street, London W1 (020) 7647 6200, www.living-maddox.co.uk

Telegraph Travel rating

EXCEL

Aufl O'Reilly



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