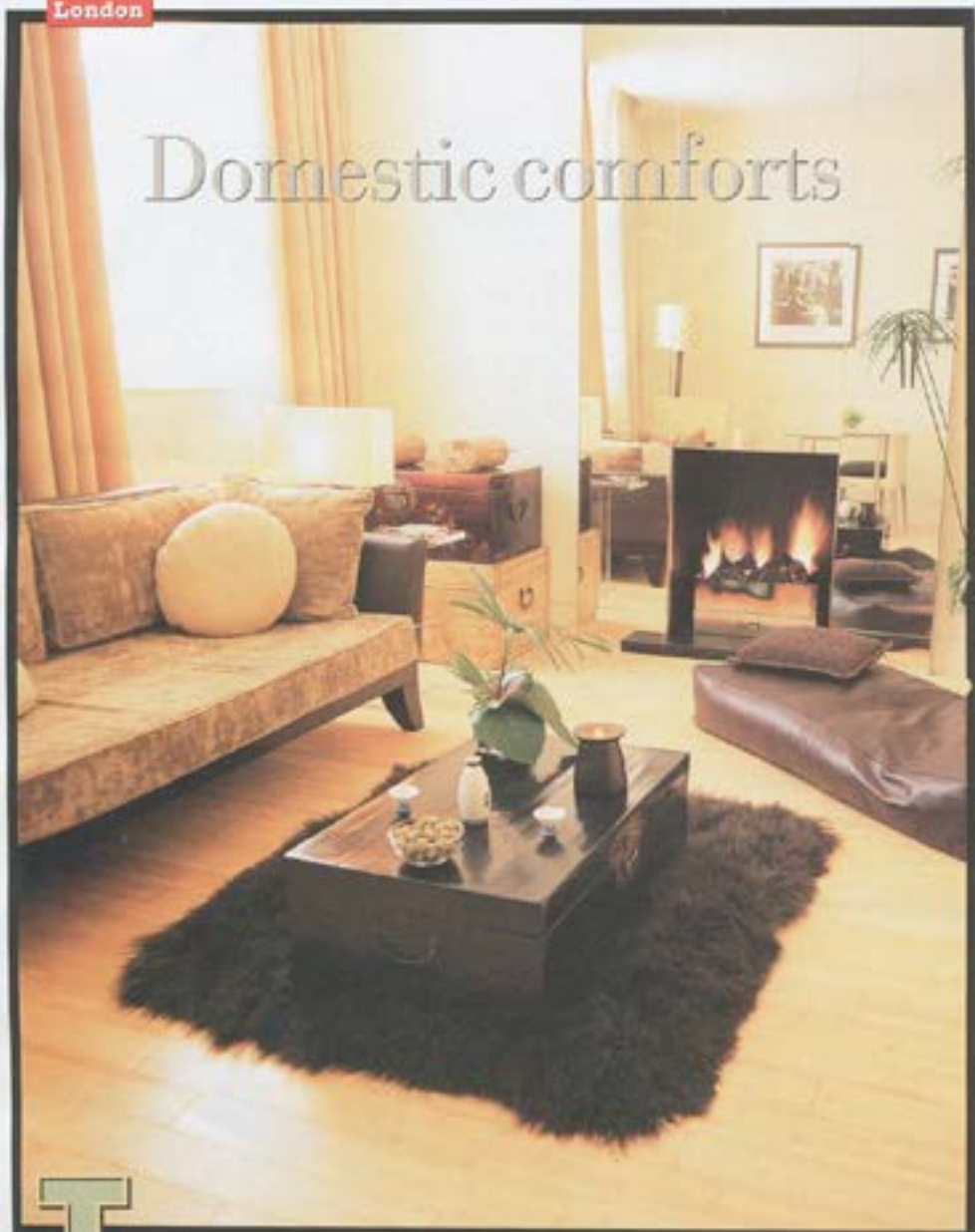


word of mouth

YOU HEARD IT HERE FIRST

London

Domestic comforts



Think of it as your own personal pied-à-terre. At the new **No. 5 Maddox St.**, the atmosphere is more like that of an exclusive apartment building than a posh Mayfair hotel. Each of the 12 suites has its own kitchen, stocked with groceries ranging from “good” (organic produce) to “bad” (peanut butter) to “baddest” (Ben & Jerry’s). Neutral colors, soothing textiles, bamboo flooring, and faux sable throws add to the cocooning experience. For tooling around town, a fleet of Muji bikes awaits—though chances are you’ll be loath to leave the premises (44-171-647-0200; doubles, \$320–\$450).