

# Check in and bliss out! How to get the hotel chic vibe at home

The new-gen luxury hotels have their own unique DNA. We asked the design teams behind this year's three big UK launches what inspired them – and how we can get the same vibe at home.

#### FOR HIGH-RISE HIGH-FLYERS

Opening in October, **Manhattan Loft Gardens** is a state-of-the-art build in London's East End offering a mix of long- and short-term hotel living. Property developer: **Harry Handelsman**, Manhattan Loft Corporation.



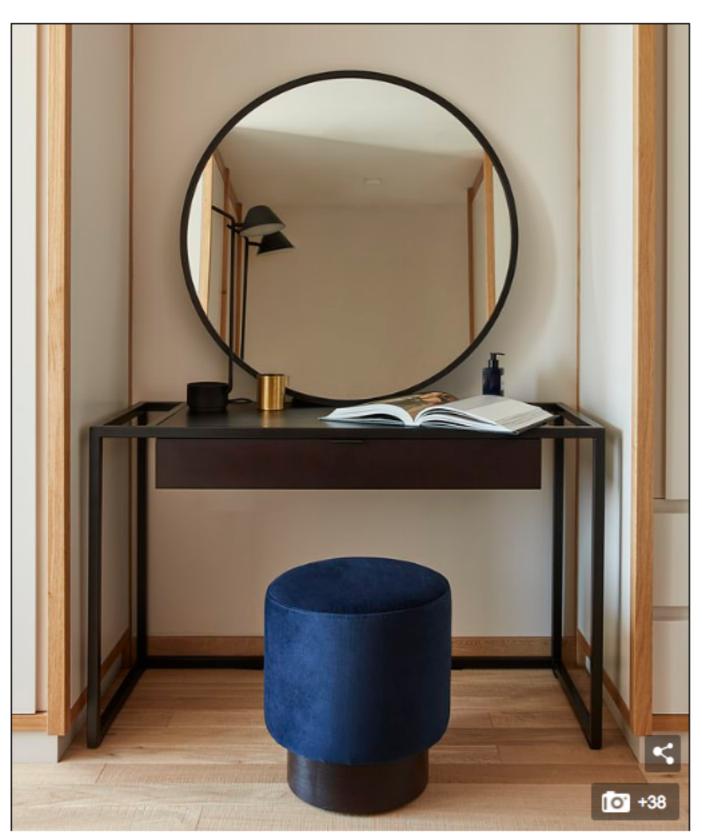
East London's Manhattan Loft Gardens tower blurs the edges between hotel and apartments

### What inspired The Manhattan Loft Corporation?

I was excited by the conversion of warehouse buildings into fabulous living spaces in 80s New York.

#### Who designed Manhattan Loft Gardens?

SOM, the architects behind the World Trade Center. Hotel interiors are by Space Copenhagen and our in-house team designed The Lofts.



The Lofts' sleek decor mixes the ultra-modern with retro touches, such as this art-deco style dressing table

## Why the East End?

The area is a creative mecca and one of the world's most exciting postcodes.

# The experience?

Nothing's impossible: 24-hour room service, housekeeping, private butler service, dog walking, grocery stocking... Work and relax in communal spaces and sky gardens on the 36th, 25th and seventh floors; dine at the seventh-floor garden restaurant or play in the after-hours members' club.

### How long did the project take?

I initially viewed the site in 2008 and construction started in 2014. The Lofts will launch in October, followed by The Stratford hotel and restaurants next March.





# Where did the idea for long-term hotel living with all the perks come from?

Working habits have changed, with professionals keen to live in and explore different cities. Inspired by New York's legendary long-stay hotels such as The Carlyle and The Chelsea, the concept offers service, convenience and infrastructure, while addressing high-rise living's lack of social cohesion. It's also a game-changing response to the Airbnb landscape.

From £860 for a minimum seven-night stay. To receive a 15 per cent discount on your first reservation, register your interest at **manhattanloftgardens.com** and enter code YOU2018 (Terms: register before 1 Sept 2018. Redeemable from 1 Oct 2018. All reservations subject to availability.)

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