

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.)