

The Stratford

Location Stratford, London
Owner Manhattan Loft Corporation
Bedrooms 145
Opening May
Design Space Copenhagen
Starting room rate £199

The Stratford hotel within the new Manhattan Loft Gardens skyscraper in east London will overlook the Queen Elizabeth Olympic Park and offer both short and long-term stay options, with the design inspired by 1950s New York. The double-cantilevered skyscraper will have three sky gardens and two restaurants and the triple-height lobby will feature a nine-metre high fireplace.

Allegra restaurant will open on the seventh floor, overseen by former Chiltern Firehouse head chef Patrick Powell. The Stratford Brasserie will open on the ground floor under the direction of Ben Harrington, previously head chef at Soho House Group's 76 Dean Street members' club.

Hard Rock Hotel

Location Marble Arch, London
Owner/operator GLH Hotels
General manager Oliver Kahf
Bedrooms 1,000
Opening Spring
Design Scott Brownrigg

London's first Hard Rock Hotel is opening following the transformation of the former Cumberland hotel, a favourite of musician Jimi Hendrix.

The hotel is expected to pay tribute to Hendrix and other former residents such as Diana Ross, Bob Dylan, Stevie Wonder and Madonna, as well as leading contemporary artists, with a collection of music memorabilia.

It will feature two bars, a 370-seat Hard Rock café and a 'Rock Shop' selling Hard Rock merchandise. Guests will be able to upgrade their rooms to 'Rock Royalty' rooms and suites, which include a personal concierge and access to an exclusive lounge.

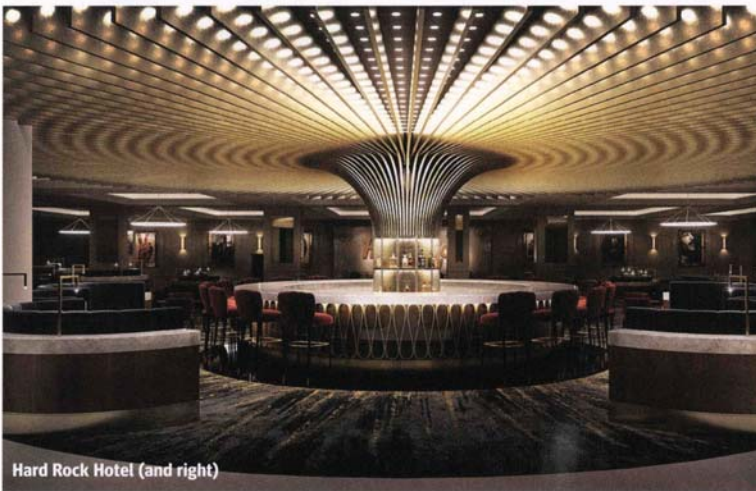
The Standard

Location King's Cross, London
Operator Standard International Management
Bedrooms 266
Opening Early 2019

Acclaimed Bristol chef Peter Sanchez-Iglesias will launch his first London restaurant on the roof of the Standard hotel; while former head chef of Peruvian restaurant Pachamama Adam Rawson has been appointed executive chef at the hotel.

Hotelier André Balazs launched Standard International Management in 2013, however he stepped away from the business last year to focus on his hotel and real estate business, André Balazs Properties.

The Standard is being designed by the group's in-house team in collaboration with Shawn Hausman Design. It will feature a rooftop restaurant, an indoor/outdoor Garden restaurant and the Double Standard bar.



Hard Rock Hotel (and right)