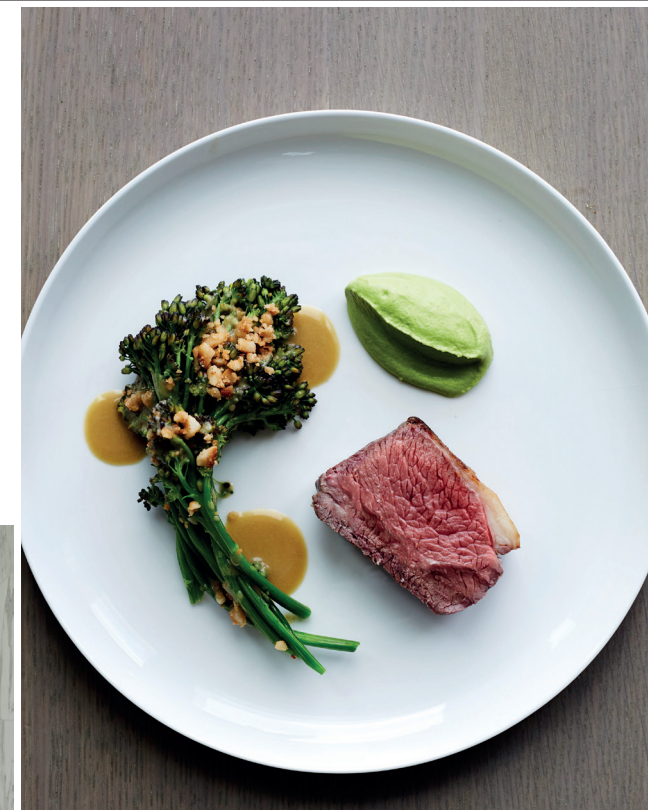


THE STRATFORD



THE STRATFORD HOTEL AND LOFTS



Having only opened in July, The Stratford hotel and lofts is a fantastic new addition to London's Queen Elizabeth Olympic Park.

Bringing together short-term hotel guests and long-term Londoners under one roof, the new 42 storey skyscraper is the latest project from London property pioneers, Manhattan Loft Corporation, who were also behind the St Pancras Renaissance Hotel and Chiltern Firehouse.

A wonder to look at the striking building has been inspired by the timeless glamour and communal spirit of 1950s New York's legendary long-stay hotels.

Designed by SOM, the architects behind the world's most iconic skyscrapers, including the Burj Khalifa and One World Trade Centre, the spectacular double-cantilevered tower features expansive living spaces, three sky gardens, two restaurants and a design hotel.

Occupying the first six floors is The Stratford, a 145-room luxury hotel with interiors by Space Copenhagen, the designers behind the legendary Noma and 11 Howard in New York. Stylish and practical, the comfortable rooms feature natural timbers, warm metals and stone-clad bathrooms effortlessly blending warmth and design flair together to create the perfect base for exploring the city.

Guests checking in for weeks, months, or even years, can opt for The Stratford Lofts - a collection of 248 single and double-height loft apartments, punctuated by two sky gardens, delivering panoramic views of the London skyline. On the 25th floor, residents can relax and entertain amongst fire pits, barbecues and a bar - ideal for all-night parties. While on the 36th floor, you can gaze across the city skyline at a zen alpine retreat, which also offers daily yoga classes. Loft residents also have the benefit of using the

24-hour hotel concierge service should they wish.

The 7th floor is given over to Allegra, a restaurant by former Chiltern Firehouse head chef, Patrick Powell and back downstairs is The Stratford Brasserie. Under the creative direction of Ben Harrington, formerly of Soho House Group, the all day eatery, offers a seasonal menu bursting with local produce and European influence. Light and airy, the exciting space features a large open kitchen, relaxed bar, lounge and outdoor terrace.

Menu highlights include Green Tomato Gazpacho; Wye Valley Asparagus with whipped ricotta; The Stratford Burger; Chicken

Schnitzel; Steamed Chalk Farm trout; Bone in Rib-Eye; and Red Prawn Linguine. Alongside a selection of fresh salads, sides include hasselback potatoes, fries and tenderstem broccoli. While desserts include the tempting Baked Alaska to share, and a British cheese plate for the more savoury.

The wine list is varied. Guests can expect classic cocktails, as well as innovative serves such as the Riviera - Italicus Bergamot liquor, Chinotto and fresh lemonade; and the Tangerine Garibaldi with Campari and fresh tangerine juice.

Speaking of cocktails, after dinner you will want to head on up to the Mezzanine. A destination in itself, the stylish, comfortable area works as a lounge bar providing the peace to work, and a place to dance the night away come the evening thanks to late-night DJs and exquisitely balanced cocktails.

Located within the Queen Elizabeth Olympic Park, just minutes from Stratford International and six-minutes by train to King's Cross St Pancras, The Stratford Hotel and Lofts is the perfect place to discover and explore East London's newest neighbourhood.

The Stratford Hotel and Lofts, Queen Elizabeth Olympic Park, 20 International Way, London E20 1FD

Competitive rates for The Stratford start from £199 | 020 3961 3333 | info@thestratford.com | thestratford.com