

myhotel Bloomsbury

myhotel Bloomsbury, part of the myhotel group which includes design-led boutique hotels in Chelsea and Brighton, is set in a quiet street on the corner of Bedford Square moments away from Tottenham Court Road. Bloomsbury is an historic area famed for bestowing London's Literati and academics. Not only did it give its name to the Bloomsbury Group - Virginia Woolf's literary set - but also many of London's universities have their buildings there.

The Bloomsbury of today is part old world elegance and part creative industry hub, where top dotcom and media companies sit alongside renowned museums, destination restaurants and leading design shops. The location is perfectly placed for networking and getaways in the capital being close to St Pancras International, vibrant Covent Garden and Oxford Street, Soho and its nightlife as well as the capital's iconic theatre land. myhotel Bloomsbury aims to offer bespoke experiences attuned to its location, exuding just the kind of tasteful cool you would expect from an area like this.

Designed by Conran & Partners, myhotel Bloomsbury's 78 contemporary bedrooms are super comfortable with a minimalistic style of bold, retro-feel colours and furnishings. Each room has air-conditioning, hair dryer, sound-proof double glazing, well-stocked minibar, Anyah eco-friendly toiletries and complimentary Wi-Fi - offering the perfect haven for the overstressed professional. The hotel's dedicated and helpful team are on hand to ensure any request is fulfilled and your stay is exactly how you want it to be.

myhotel Bloomsbury features four exclusive suites, two of which, myplace1 and myplace2, have exclusive roof terraces offering stunning views across London. The plush penthouse rooms are also available as event spaces, offering the perfect setting for photo shoots, interviews or small meetings. myplace1 also features a kitchenette and separate sitting room - perfect for longer stays and a home-away-from-home in central London.

The Shipibo Suite is inspired by a fusion of Amazonian and western design, offering guests a chance to slow down and unwind with its unique ambience and décor. For the technophiles out there the suite also boasts a state of the art 3D Samsung Smart TV and iMac computer. The Junior Suite offers plush pink upholstery and chic furniture.

The serene, distinctly Asian-inspired Jinja treatment suite offers a variety of rejuvenating beauty and health treatments for both men and women - the perfect remedy for burnt out professionals or shoppers tired from the hustle and bustle of Oxford Street shopping.

Located within myhotel Bloomsbury, is Bib Gourmand-winning GAIL's Kitchen - the group's first and only restaurant in London, which serves up a delicious continental breakfast from 7am until 10am. 'Fresh bread on your high street daily', is an ethos central to GAIL's identity, with in-house artisan bakers offering loaves of all shapes and sizes for every occasion, all free from preservatives, artificial colourings and flavourings. The rustic-inspired restaurant offers its appetising menu to myhotels guests Monday-Saturday from 7am until 10pm. As well as the restaurant, the hotel also features a GAIL's Bakery - ideal for food on the go, or enjoying coffee and cake.

Based of the ground floor of the hotel is Central Working, a space created for growing businesses and professionals looking for a workspace in the heart of the capital. Members of the hub are offered the support; infrastructure and tools needed to create the connections, momentum and recognition that will help their businesses develop. The space is also accessible to hotel guests and visitors as a space to focus and be creative in a shared collaborative environment or in private rooms.



Lobby



Deluxe Room



Myplace 1



Shipibo Suite



Gail's Kitchen



Central Working

RATES

Standard Double Room available from £170 per room, per night.

myhotel Bloomsbury

11-13 Bayley Street, London, WC1B 3HD

t +44(0) 20 3004 6000

e bloomsbury@myhotels.com

Notes to Editors

myhotels Group

Founded in 1999 by Andreas Thrasyvoulou, each of the myhotels properties are based in city central locations in London and Brighton. The design-led boutique hotels delicately balance award-winning contemporary design, from celebrated designers such as Conran, Project Orange and Karim Rashid, with unique experiences and a distinctive local flavour. Add the warmth and dedication of myhotels openhearted team and the result is a harmonious synergy between people and place. The vision at the Bloomsbury, Chelsea and Brighton based hotels is to provide a high-level of personalised service towards guest's requests rather than being based on assumptions. The mypreferences promise is delivered through the building of partnerships with dynamic and exciting lifestyle brands that contribute to their guests overall experience whether it be dining, fitness, wellbeing, business, entertainment, theatre or otherwise. myhotel's partners include GAIL's Bakery, GAIL's Kitchen, Tanya's Cafe, Pellicano's, Chilli Pickle, Small Batch and Central Working.

myhotels - You're unique, you're an individual...

For more information:

Web: <http://www.myhotels.com>

Facebook: <https://www.facebook.com/myhotelsgroup>

Twitter: @myhotelsgroup

If you would like to organise a review or request high-resolution images please contact Sarah Eckersley at Mason Williams Communications:

T: 0845 0941 007 E: sarah.eckersley@mason-williams.com