

PRETTY DAM COOL

Built with the style-conscious city-breaker in mind, The Hoxton Amsterdam will ensure you enjoy staying in as much as going out

Story by **Sophie Clark**

Spanning five canal houses along the picturesque stretch of the Herengracht, The Hoxton Amsterdam sits in the centre of the city on one of its famed “nine streets”. It’s a quintessential Amsterdam spot, perfect for jumping on a bike (supplied by the hotel) and exploring the various cultural hotspots the city has to offer. Formerly home to the mayor of Amsterdam, the Hoxton has a touch of mid 20th-century cool teamed with a new urban edge.

Vintage lighting is softened with warm, jewel-hued velvet interiors and worn-in leather furniture that echo design features of its London siblings. Honouring the building’s history and quirks, the 111 bedrooms all cater to the same sophisticated styling. Choose from cosy, roomy or one of the three concept rooms on offer – all with a rich colour palette accented with brass details, original beams and canal views.

Each morning, you’ll find a paper bag outside your door filled with breakfast refreshments to get you fuelled up for the day, while downstairs at Lotti’s restaurant you can book brunch (as well as lunch and dinner) for something more substantial.

The Hoxton’s location makes it the perfect spot for exploring Amsterdam. Plan a day of roaming around the 17th-century canal belt, soaking up the art at the museum quarter or wander around the independent boutiques in the surrounding neighbourhoods. In a city that is over 1,000 years old and so rich in cultural and historical stories, there are plenty of hidden gems – and you can count on your stay at The Hoxton to help you discover them.

THE HOXTON, HERENGRACHT 255, 1016 BJ AMSTERDAM, NETHERLANDS. THEHOXTON.COM



Design power-duo Joyce Urbanus and Dax Roll created The Hoxton’s look



+ What to pack and what to wear Look the part roaming De Negen Straatjes

1



2



3



4



5



1. Shirt by **Barbour International**, £64.95. barbourinternational.com 2. Scarf by **Loro Piana**, £755. loropiana.com
3. Shoes by **Dune**, £100. dunelondon.com 4. Leather Bomber jacket by **Billionaire**, £4,855. billionaire.com 5. Trousers by **Canali**, £450. canali.com