



## ← Bertrand's Townhouse, Bloomsbury

**REVIEW** As Bertrand Russell – philosophical heavyweight and devotee of the unhurried morning – once said: “The time you enjoy wasting is not wasted time.” Those who fritter away a weekend at this Bloomsbury bolthole will learn how persuasive that philosophy can be. Set across three Georgian townhouses near the British Museum, the hotel draws on the history and literary spirit of its location. Rooms are surprisingly spacious – that 43 are coaxed into so modest a footprint is a triumph – and kitted out with Smeg fridges and Diptyque toiletries. Downstairs, interiors inspired by Bertie's lover Lady Ottoline Morrell offer antique accents and mismatched fabrics. Maroon walls clotted with gilded frames cradle a cosy bar and lounge space, where guests savour cocktails and a food menu of snacks and light bites – think seared Atlantic scallops and wild mushroom ravioli. Tempting, no?

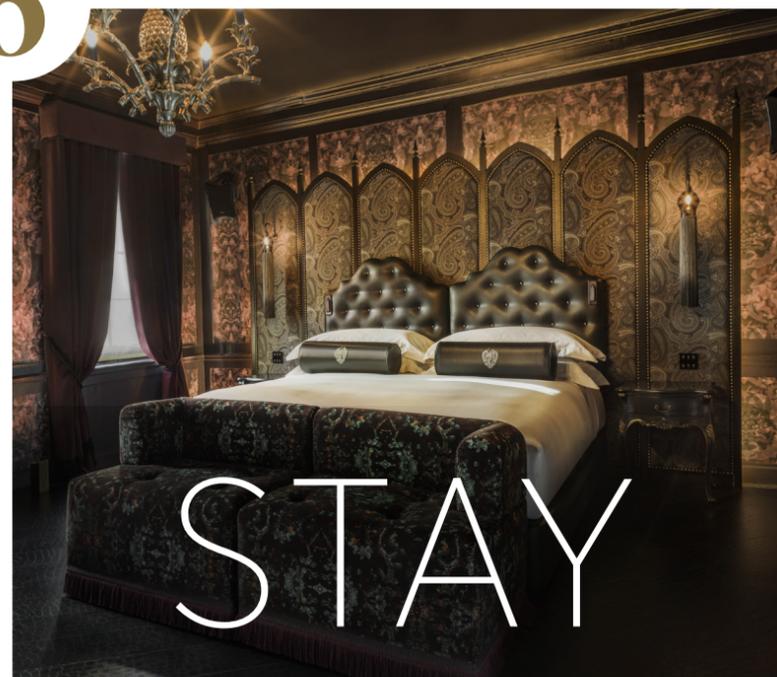
*By Isabelle Clark; from £300 per night  
bertrandstownhouse.co.uk*

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## Chateau Denmark, Soho →

**REVIEW** The devil, as they say, is in the detail. Chateau Denmark is an immersive rock 'n' roll experience like no other. Nestled within several restored Georgian townhouses on Denmark Street, these iconic buildings have hosted musical legends such as David Bowie, Lou Reed and Chrissie Hynde. Our stay in the seductively named “All the Sinners” apartment feels like stepping into a dark gothic hideaway, both luxurious and theatrically bold. Moody lighting highlights striking artwork, while a confession-booth wardrobe faces a dramatic skull-punched headboard. In the bathroom, a devil perches on the fireplace, watching over a red lacquer full-standing bath, a playful nod to Soho's mischievous, rebellious spirit. The hotel's cheeky “Back to Mine” branding sets the tone and with an impressive Void sound system throughout, extensive bar and 24-hour butler service, it's the perfect destination for an unforgettable after-party.

*By Mike Roberts; from £400 per night including breakfast  
chateaudenmark.com*



## Native, Fulham/Fitzrovia →

**PREVIEW** Boutique-hotel-meets-smart-serviced-apartment sounds right up our street. Two new sites are set to open this year from digital-first hospitality brand Native by Numa. Stays are powered by seamless self check-in, keyless entry and app-based guest services. The first, on Fulham Broadway, opens in spring 2026, with 41 studios, one- and two-bedroom apartments designed for longer stays and flexible city living. A second outpost follows in Fitzrovia on Margaret Street in autumn, bringing 30 units to the heart of the West End. Expect bold yet homely interiors, generous living spaces and fully equipped kitchens, combining the independence of self-catering with hotel-style services including housekeeping and 24/7 digital concierge support – ideal for work trips, relocations or extended London breaks. The Fulham aparthotel will also feature an on-site cafe-bar, serving coffee by day and cocktails by night, adding a social buzz to the property and creating a neighbourhood hub for guests and locals alike.

*nativeplaces.com*



LONDON / STAY

## ← The Newman, Fitzrovia

**SNEAK PEEK** Let's start with the showstopping sinks – carved in soft tiers from single slabs of marble, from salmon pink to emerald green. They feature in each of the 81 rooms, suites and apartments, where walnut and chrome sit alongside flashes of burnt orange and dark mossy green, blending Art Deco glamour with boho and Victorian touches. Design details reference author, activist and former Fitzrovia resident Nancy Cunard, with geometric accents and monochrome patterns throughout. Brasserie Angelica serves modern European dishes all day, while downstairs Gambit Bar is an after-dark bolthole for cocktails and DJs beneath a statement chandelier. The spa is decked out with a hydropool, sauna, steam room, salt room and ice lounge, plus a yoga studio and sleek gym. The penthouse, with a huge terrace and private sauna, crowns the new hotel.

*By Antonia Wilson; from £695 per night  
thenewman.com*



## ← Aethos, Shoreditch

**REVIEW** This new design-led hotel in the heart of the East End is tucked away down a side street adjacent to Blackall Street, where some of the area's famous graffiti art can be found. Inside, parquet floors, exposed concrete, curated art and stacks of design-led magazines give the space an industrial yet homely feel. From the all-day menu, we shared gooey Baron Bigod with London honey, squash croquettes with lemon aioli; charred pumpkin with labneh, and trofie pasta with cavolo nero and walnut pesto. Steak, clams and burgers also feature. We stayed in the Aethos Panorama Suite, complete with two balconies and the feel of a liveable central London apartment. The pillow menu and a selection of high-design drinks and treats were memorable extra touches. Downstairs, there's an open-plan cafe, style-focused shop and listening bar.

*By Antonia Wilson; from £250 per night  
aethos.com*



## ← The Other House Covent Garden

**PREVIEW** Due to open later this year, The Other House Covent Garden lands in the West End with Naomi Heaton and TOHID's theatrical take on apartment living with hotel service. Minutes from the piazza and the Royal Opera House, it unites seven historic buildings (four listed, including a former rectory) around a five-storey glazed atrium. There are 146 residences, from short-stay rooms to Club Flats with kitchenettes, separate bedrooms and street-name “addresses”, plus two penthouses with balconies and skyline views. Families can book adjoining “combos”, or take over a whole historic townhouse with direct club access. The Club adds lounges, a screening room and private dining, backed by a vitality pool, sauna, steam, meditation spaces and a 360° sensory chamber. FSC timber, low-carbon concrete, 92.5% waste diversion and a BREEAM “Excellent” target rating keep the show responsible.

*otherhouse.com*