

TRAVEL AND HOSPITALITY

1 Hotels expands to London

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1 Hotels Brooklyn Bridge. Image credit: 1 Hotels

By STAFF REPORT'S

Starwood Capital Group's 1 Hotels brand is extending its footprint to the United Kingdom with an upcoming opening in London.

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Slated to open in 2022, 1 Hotel London Mayfair will be operated by Starwood Capital affiliate SH Hotels & Resorts. After launching in the United States in 2015, the sustainable brand has been growing globally, with other properties in development in Paris, Melbourne and Haitang Bay.

"1 Hotel London will undoubtedly set a new standard in the city for the luxury hotel experience, while also advancing our brand mission to inspire conscious consumption and become a platform for change," said Barry Sternlicht, chairman/CEO of Starwood Capital Group, in a statement.

"Now, more than ever, the idea of living well must include the thoughtful and thorough protection of the natural beauty that is everywhere, and nowhere is that effort more important than the UK, with its growing commitment to the adoption of sustainable practices, its stunning countryside landscape and the diverse cityscape of London," he said.

UK entry

The nine-story Mayfair property will overlook Green Park. It has been designed to promote both well-being and a sense of community.

A lobby bar encourages guests and locals to meet new friends, while a fitness and wellness center will let travelers keep up their health.

There is also a farm-to-table restaurant with garden seating.



1 Hotels' property in Brooklyn. Image credit: 1 Hotels

Keeping a sense of sustainability at the forefront, the property is being built and decorated with green materials. For instance, the hotel's 184 guest rooms feature wood floors that came from fallen trees in local parks.

The 1 Hotels property will be situated in a mixed-use development by Crosstree Real Estate Partners that will also include offices and retail.

"We are thrilled to be working with 1 Hotels to deliver their unique brand of 'luxury hospitality with a conscience' to this important site at the gateway of London's Mayfair," said Sean Arnold, cofounding partner at Crosstree, in a statement. "Both 1 Hotels' focus on sustainability and its innovative position within the hotel landscape make them a perfect partner for us, and we look forward to introducing the brand to London."

Recently, 1 Hotels also announced it is extending its footprint to Toronto with the opening of its first property in Canada.

Since its launch in 2015, 1 Hotels has opened doors across the United States in markets including Brooklyn, NY and Miami's South Beach neighborhood. With its entry into Canada, 1 Hotels is said to bring a new concept to Toronto's hospitality market ([see story](#)).