

Locke announces ambitious international expansion into Europe



Wunderlocke, Munich, Germany. Designed by Holloway Li

Innovative home-meets-hotel lifestyle brand Locke has announced a rapid expansion with its first international sites slated to open over the next two years in Germany, Ireland and Portugal. As part of the expansion, Locke will open three further properties in London and one in Cambridge. The challenger brand offers another way to travel by blending the traditional aparthotel format with the design, F&B and programming of a boutique lifestyle hotel. This industry-challenging approach has led Locke to successfully open four UK properties in the past four years in London, Manchester and Edinburgh. Today, Locke officially announces further openings in Dublin, Berlin, Lisbon, Munich, London, Cambridge and Copenhagen.

"I am excited and humbled to see that Locke is expanding throughout Europe over the coming months. It feels like our alternative to the traditional hotel has never been more relevant. Each Locke has carefully designed to reflect the city's unique neighborhood, providing our travelers with an opportunity of experiencing local living – whether they are travelling for business or leisure, for one night or one month." – Eric Jafari, Chief Development Officer and Creative Director, edyn.

Through offering guests fully-fitted kitchens and stylish living areas in each apartment, Locke combines the comfort of home with the thoughtful design and experience of a lifestyle hotel. Each hotel's public space features an array of experiences ranging from flexible co-working spaces, destination dining, artisan grocer, yoga studio, rooftop cocktail bar, a locally-inspired cultural programme and a team of in-the-know 'House Hosts' to advise guests. Taking a tailored approach to each site, the brand will work with a roster of renowned and up-and-coming designers and architects, chosen to fit a site-specific

brief. Working with carefully selected and industry-leading F&B partners, each new Locke site is intended to welcome and engage local audiences and visitors alike.

"We are delighted to share the news of our expansion into many new and exciting locations. This pivotal moment in our expansion comes at a transformational time for the travel industry at large, and we look forward to contributing to that evolving narrative. Locke challenges the status quo that distinguishes hotel from home, and we are pleased to be taking our original hybrid concept to new and wider audiences across Europe." – Stephen McCall, Chief Executive Officer, edyn.

The announcement of Locke's international expansion comes as its latest London opening, Locke at Broken Wharf, prepares to re-open on 4th July, after a brief closure during the UK lockdown. Locke's ability to offer guests the choice to live autonomously in each apartment with kitchens and washing facilities has proven to be a strong starting point to lead the travel industry's recovery. With guests expected to travel less frequently but for longer durations, Locke's genesis in the long stay format has already put the brand in a strong position to lead both leisure and business travel's transition into the 'new normal'. In addition, each Locke property has put in place additional measures to protect guests' safety including contactless check-in and check-out; no contact cleans; independently-accredited hygiene standards; and a grocery delivery service for guests and locals.

Locke's upcoming opening timeline, includes:

- Bermonds Locke, Tower Bridge, London, Autumn 2020
- Zanzibar Locke, Ha'penny Bridge, Dublin, Late 2020
- Kingsland Locke, Dalston, London, Late 2020
- Asam Locke, Ludwigsvorstadt, Munich, Early 2021
- Wunderlocke, Sendling, Munich, Early 2021
- Beckett Locke, North Docks, Dublin, Early 2021
- Locke at East Side Gallery, Berlin, 2021
- Locke, North West Cambridge, Cambridge, 2021
- Leman Annex, Aldgate, London, 2021
- Locke de Convento, Avenida de Liberdade, Lisbon, 2022
- Locke, Postbyen, Copenhagen, 2024

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