



BERMONDS LOCKE TO OPEN IN SEPTEMBER 2020

Pioneering home-meets-hotel brand Locke announces September 2020 opening for third London property



Lifestyle hospitality brand Locke will open its third London property in bustling Bermondsey this September. Comprising 143 apartments, Bermonds Locke will also be home to a destination restaurant, co-working areas, bar and workout studio.

Designed to be lived in, each individual studio apartment is equipped with fully fitted kitchens and laundry facilities, as well as living space, offering guests another way to stay than the traditional hotel room. Combined with activated public spaces and a locally-led cultural programme, Bermonds Locke will simultaneously allow guests to enjoy the benefits of a lifestyle hotel. The flexibility of the home-meets-hotel format appeals to a broad range of travellers across the leisure and business markets, for both extended and short stays. As the demands of contemporary travellers rapidly change, Locke's burgeoning success and European expansion plans put it at the centre of the future of travel.

"We are delighted to open our third property in London with Bermonds Locke. Locke aims to liberate guests from the confines of a typical hotel room by creating beautiful apartments that are designed to be lived in. The type of guest we're accommodating wants to explore life as a local, and so the Bermondsey neighbourhood has played a significant role in defining the aesthetic, partners and programming." – Stephen McCall, CEO of edyn.

Bermonds Locke marks the first collaboration for the brand with London-based interior architecture studio Holloway Li. Paying homage to nature's wonder in both aesthetic and eco-responsibility, Holloway Li have created a living experience out of re-purposed construction materials in both the public areas and private apartments. Concrete testing cubes destined for landfill find new purpose serving as a plinth for a six-metre long terrazzo tables in the ground floor workspaces; whilst in the rooms bespoke bed frames woven out of blackened rebar are accented with linen canopies to infuse old ideas of the concrete jungle with a new sense of sanctuary.

Bringing the changing gradient of the desert sunset to south London, Locke's signature studios on the upper floors will be dipped in blue, beige and grey hues and saturated vibrant pinks on the lower floors. Responding to a narrative and concept developed by Heather Tierney from Wanderlust (the visionary behind cult US restaurant The Butcher's Daughter), Bermonds Locke evokes the Southern California cool of Joshua Tree, the Mojave Desert and Abbott Kinney – a culture and food destination comparable to Bermondsey Street.

"We are really excited to be partnering with Locke to pave a new design direction for the brand's home-meets-hotel concept. By challenging the purpose of materials, we hope to highlight how a circular material economy can generate an incredibly unique aesthetic and a new kind of living experience – doing more, with less." – Alex Holloway and Na Li, Co-Founders Holloway Li.

Locke

Situated within walking distance of some of London's favourite spots, guests can enjoy the energetic Bermondsey Street – home to some of the best bars, restaurants and art galleries in London. To the north of the property, guests can meander through the cobbled streets of Shad Thames and Maltby Street Market– the smaller, slightly more charming younger sister of Borough Market, which itself is only a 15-minute walk away. As with all Locke properties, Bermonds Locke comes fully staffed by a team of House Hosts, offering excellent insight to ensure both long and short-term visitors have access to the best local knowledge and insider tips.

The opening of Bermonds Locke comes as the brand continues to expand both within the UK and internationally. With further openings planned in Dublin, Berlin, Lisbon, Munich and Copenhagen, Locke is also slated to open its fourth London outpost in Dalston in late 2020.

Opening rates from £99 per night.

For more information about Bermonds Locke, please visit <https://www.lockeliving.com/bermonds-locke/>

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About Locke

Locke aims to engage with travellers that have an expectation for personal awakening and the opportunity to forge spontaneous connections with like-minded travellers and locals. Celebrating the character and social fabric of each locality, Locke creates destinations that inspire and connect through mindful design and meaningful human connection and offer much more than just a place to sleep.

For more information, please visit: www.lockeliving.com

About edyn

edyn has been an industry pioneer in extended stay living for over 20 years. The group has built an extensive range of serviced apartments and aparthotels across our four brands including Locke, SACO, The Wittenberg and The Moorgate, alongside a wider partner network, developing a global supply chain of over 80,000 apartments in 260 key locations.

edyn is founded on a philosophy that travel should be a rich journey of discovery, rewarding curiosity with knowledge and inspiration whether travelling for business or leisure.

For more information, please visit: <https://www.findingedyn.com>