

HYDE

Hyde London City opens as a slick new spot to stay with an unbeatable location for both the City and central London



London, UK — Hyde London City has officially opened its doors, marking an exciting new chapter for one of London's historic buildings and coming as the Hyde hotel brand's grand UK debut, following recent openings in Ibiza and Bodrum. The hotel breathes life into the remarkable 19th-century, Grade II-listed Spiers & Pond building in Farringdon, while bringing Hyde's electrifying energy to one of London's most storied neighbourhoods.

Spanning seven storeys, Hyde London City boasts 111 stylish guest rooms, evoking a sense of exploration with a nod to the architectural heritage of the building, originally built in 1874. Proudly designed by London-based hospitality design specialists, **Studio Moren**, the hotel is rich with references to Darwin's seminal works and the kaleidoscope's discovery, infusing a sense of energy and fascination into the space. Ed Murray, Associate at Studio Moren, said: *"We were appointed as specialist hotel architects and interior designers to design the project inside and out. We have embraced the location within the City of London while also exploring the Victorian history that would have inspired the building's original designers."*

Hyde, one of 15 brands in Ennismore's lifestyle and resorts collective, embodies the free-spirit and escapism of a festival. Hyde's signature brand touches are felt throughout the hotel, like surf poncho-inspired dressing gowns and comfy sliders, that ensure every stay is both comfortable and memorable. The hotel's Headliner Suite, set in the eaves of the building with a soaring 5-metre-high ceiling, offers stunning views over St. Paul's Cathedral and London's rooftops. This suite is complemented by a private marble-topped bar, perfect for enjoying sundowners.

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On the ground floor, guests will find **Leydi**, a contemporary Turkish eatery that brings the vibrant flavours and all-day dining culture of Istanbul to the heart of London. With a thoughtfully designed menu by renowned chef Selin Kiazim and the talented Halil Simsek, Leydi serves generous meze, home-baked pide, and Mangal-grilled meats and fish, encouraging joyful communal dining family-style. Featuring an extensive selection of drinks crafted by award-winning mixologist Kevin Patnode, the menu also includes raki-based cocktails and a curated list of Mediterranean wines. The restaurant's warm and stylish interior design creates a relaxing ambiance, inviting guests to linger over cocktails while basking in the rhythm of the surrounding city life.

As night falls, the action shifts underground to **Black Lacquer**, an intimate cocktail bar dedicated to a love of music, paying homage to Hyde's origins on the LA club scene. Accessible through its exclusive entrance on Green Arbour Court, Black Lacquer features intimate booth seating nestled in the pavement vaults, surrounded by a collection of carefully curated vinyl. The bar's unpretentious yet refined environment is designed to celebrate food, drinks, and music in equal measure, making it a versatile space for any occasion—whether you're looking to unwind after a long day or dance the night away. Expertly crafted cocktails and a menu of Tokyo-inspired small plates perfectly complement the bar's vibrant and inclusive atmosphere. The ever-changing soundtrack, hand-picked daily from an expansive range of vinyl records, will shift with the time of day and the mood of guests, taking them on a genre-bending journey. Collaborations with emerging DJs and artists will drive Black Lacquer's cultural programming, establishing it as a dynamic social hub for all.

Hyde London City's prime location offers easy access to the city's historic and cultural landmarks, including St. Paul's Cathedral, Old Bailey, 180 Studios, and the Barbican Centre. Guests can also explore the nearby showrooms, concept stores, and galleries of Clerkenwell, home to the renowned Design Week. The eclectic history and emerging creative scene surrounding the hotel will heavily influence its cultural and music programming, integral to the Hyde brand.

Hyde London City is now open with rates from £230. For guests looking for the hottest opening deal, Dis-loyalty, Ennismore's game-changing travel and food membership, gives members 50% off newly opened hotels within their Collective, meaning guests can enjoy half-price rates on all stays at Hyde London City and 10% off when you dine at Leydi between September 2nd and December 2nd 2024.

NOTES TO EDITORS:

HYDE London City

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Transport Links

London Underground Station: St Paul's (Central Line) – 4-minute walk

Train Station: City Thameslink – 4-minute walk

IMAGERY & WEBSITE

[Access link here](#)

<https://hydehotels.com/london-city/>

ABOUT HYDE HOTELS, RESORTS & RESIDENCES

From the moment Hyde hit the nightlife scene in 2005 with the eponymous Hyde Lounge on Los Angeles' iconic Sunset Strip, it has been committed to bringing people together through exceptional communal experiences and impeccable setlists. Staying true to its roots, the brand has evolved to include Hyde Hotels and Residences, Beach Clubs, and Mixology Lounges, giving access to a new kind of lifestyle hospitality grounded in the spirit of discovery. Currently set in Dubai, Miami, Ibiza and Hollywood, FL, with upcoming openings in London, Bodrum and Perth, each Hyde location is individually curated to embrace its local music and creative scene yet is connected through a unique state of mind that celebrates freedom of expression and the spirit of collective experience. HydeHotels.com

Hyde Hotels, Resorts & Residences is part of Ennismore, a creative hospitality company rooted in culture and community, with a global collective of entrepreneurial and founder-built brands with purpose at their heart. Formed in 2021, Ennismore is a joint venture with Accor, which holds a majority shareholding. ennismore.com