

the hoxton

The Hoxton & Lacoste are reimagining Room Service with Michael McGregor

Check in for the drop



This September, The Hoxton and Lacoste are flipping the script on room service. Hold the fries: the menu is serving up an exclusive new drop instead. Launching globally on 8th September, *Room Service* is a special-edition capsule created by The Hoxton and Lacoste in collaboration with artist Michael McGregor, known for turning hotel stationery and restaurant menus into cult design objects. Here, his unmistakable colourful graphic style brings a playful new perspective to a collection inspired by the rituals and codes that shape a hotel stay.

Available exclusively in-room across all 19 Hoxton hotels, the limited run drop is accessed via a bespoke room service menu and delivered straight to your door. No web shop, no stockists—checking in is the only way in. The capsule reworks Lacoste's iconic polo alongside graphic T-shirts, hoodies, men's and women's pyjamas, and a bathrobe created exclusively for the collection.

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Across the seven-piece edit, McGregor's distinctive illustrations capture the small moments that inform the unique rhythm of hotel life. Bold typography and nostalgic nods to check-in, room service and settling in run through the pieces, set against Lacoste's clean lines and signature green-and-white palette.

For the ultimate *Room Service* immersion, The Hoxton is also serving up an in-room dining menu curated by McGregor and inspired by his own go-to favourites. These are the orders that just hit right—every time—featuring cheeseburger and fries, French omelette and the iconic club sandwich. The drinks offering includes classic or mezcal Negronis and, for connoisseurs of the hotel sheets-supper, a glass of Champagne in place of dessert.

Room Service is built around the moments that sit inside a hotel stay, the in-between details that define how it feels. For The Hoxton, it's a playful take on one of its most familiar touchpoints. For Lacoste, it offers a fresh expression of its lifestyle vision through the lens of hospitality. For McGregor, it becomes a canvas for layering humour and character onto the language of hospitality.

With Lacoste's effortlessly elegant silhouettes reimagined through McGregor's graphics, the edit moves from slow mornings in-room to days spent around the neighbourhood, easy, wearable, and rooted in creativity. Available in unisex sizes XS–XL, with prices starting from £80 / €95 / \$120, the collection is designed to be worn beyond the stay, but only ever discovered within it.

www.thehoxton.com / [@thehoxtonhotel](https://www.instagram.com/thehoxtonhotel)

www.lacoste.com / [@lacoste](https://www.instagram.com/lacoste)

Link to hi-res imagery: [HERE](#)

For further information: <https://thehoxton.com/the-hoxton-x-lacoste/>

Pricing from £80 / €95 / \$120

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About The Hoxton

2026 marks the 20th anniversary of The Hoxton, which has grown from a single hotel in East London into a series of open house hotels, rooted in culture and community, located in key cities across the UK, Europe and North America. Each hotel is a reflection and extension of its neighbourhood, inspired by the diversity and originality of the streets that surround them. Vibrant, welcoming public spaces and exciting dining concepts mean every Hoxton is as much a destination for the local community as it is for guests.

The Hoxton, Shoreditch opened in 2006, followed by Holborn (2014), Amsterdam (2015), and Paris (2017). Global expansion saw the arrival of The Hoxton, Williamsburg (2018), Portland (2018), Chicago (2019), Downtown LA (2019), Southwark (2019), Rome (2021), Poblenou and Shepherd's Bush (2022), Charlottenburg, Brussels and Lloyd, Amsterdam (2023), Vienna (2024), Florence, Edinburgh and Dublin (2025).

The Hoxton 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.

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About Lacoste

Since the creation of the first polo shirt in 1933, Lacoste has drawn on its authentic sporting heritage to inspire the world with optimism, confidence and elegance. At the crossroads of fashion and sport, Lacoste creates movement in our lives and liberates our expression, cultivating a French art de vivre imbued with effortless elegance. In every experience, in every collection, Lacoste unites timelessness with creativity. Since its very beginnings, the aura of the Crocodile has grown stronger with each generation that has worn it, becoming a rallying symbol that transcends style. Passed from country to country, from generation to generation, from one friend to another, Lacoste pieces take on an emotional bond that elevates them to the status of icons. Lacoste elegance — at once universal and timeless — brings together a vast community in which each person respects and recognises the values and differences of the other.

About Michael McGregor

Michael McGregor is a Los Angeles-based artist known for his punchy, offbeat style that fuses California sun-drenched nostalgia with a knowing wink. His work spans illustration, painting, and print, often featuring playful characters, bold colors, and just the right dose of absurdity. Whether he's sketching laid-back animals or creating warped Americana, McGregor keeps things loose, vibrant, and unmistakably his own.