

the hoxton

THE HOXTON, AMSTERDAM UNVEILS A NEW LOOK ON THE HERENGRACHT

A brand new Lotti's Bar and The Apartment, a refreshed restaurant and lobby, and five newly launched Signature Rooms mark the next chapter for The Hoxton's original Amsterdam home.



Lotti's Bar & Lobby

The Apartment

Amsterdam, October 2026 - After ten years, countless coffees, cocktails, long lunches, late nights and plenty of stories later, The Hoxton, Amsterdam is unveiling a fresh new look.

In The Hoxton's 20th anniversary year, the hotel is celebrating ten years on the Herengracht with a refreshed aesthetic across its five historic canal houses, anchored by a completely reimagined Lotti's Bar and new interiors across its ground floor and meeting and events spaces.

The redesign marks a new chapter while holding onto what has made the Herengracht a neighbourhood go-to for the past decade: somewhere to drop in for coffee, settle in for lunch or dinner, meet over drinks, work for the afternoon or stay the night.

A NEW LOOK, BY AIME STUDIOS

The redesign undertaken by **AIME Studios** draws on Dutch craftsmanship, mid-century design and the geometric influence of the De Stijl movement. At the heart of the redesign is **Lotti's Bar**, completely reimagined in stained oak and polished nickel, with bentwood chairs, rosso marble and new canal-facing perch seating designed to take the space seamlessly from day to night. Across the lobby, cosy tactile fabrics, new booth seating, and vintage

ceramics bring back the warm, residential feel The Hoxton is known for, while updates to Lotti's Restaurant create a more intimate dining experience.

At the back of the lobby, **The Apartment** has also been transformed. Its communal pantry and courtyard now combine terracotta tiles, oak joinery and Bianco marble with mid-century-inspired bamboo furniture, planting and sheer drapery, while the meeting rooms have been refreshed with new lighting, geometric rugs and artwork curated by Amsterdam's Bijou Gallery. Throughout the redesign, existing pieces have been reused and reupholstered wherever possible, complemented by locally made details including bespoke tiles by Amsterdam-based Palet.

A NEW REASON TO COME EARLY

The new look also comes with a broader daytime offering at Lotti's.

The Hoxton has teamed up with Amsterdam favourite **Uncommon** to bring a new selection of pastries and specialty coffee to the Herengracht, alongside functional drinks and easy daytime bites. It's part of a move to make Lotti's Bar as much a destination at 10am as it is at 10pm - somewhere to grab a coffee on the way through, open the laptop for a few hours, meet a friend or settle in and stay.

As the day moves on, coffee gives way to cocktails, the lights come down and Lotti's shifts naturally into its evening rhythm, with drinks, dinner and DJs carrying things into the night.



Uncommon coffee & pastries

FIVE ROOMS, FIVE DIFFERENT STORIES

The refresh coincides with another new arrival at The Hoxton, Amsterdam: **five newly launched Signature Rooms**, each with its own character and design. The five rooms that have always stood out from the rest - each with its own story, character and one-of-a-kind features. Now, they've been reimagined to match.

Each stay comes with a line-up of specially selected extras designed to make checking in feel that little bit more special. Think Yumeko bathrobes, a Smeg mini fridge, House of Nobilique games, vinyl turntable, and a Dyson hairdryer - a mix of local collaborations and thoughtful touches that bring a little more Amsterdam into the room.

From the former bedroom of an Amsterdam mayor, complete with original 17th-century details, to a room with its own private courtyard terrace and another with a private entrance straight from the canal house steps, no two Signature Rooms tell quite the same story.

Five rooms, five different stays - and plenty of reasons to come back for the next one. Explore and book our Signature Rooms through thehoxton.com



The Mayor Room Canal View

Together, the new spaces mark the beginning of The Hoxton, Amsterdam's next decade, still rooted in the same five canal houses but with plenty of new corners to discover.

The Hoxton, Amsterdam's new spaces are now open to explore.

www.thehoxton.com/amsterdam/herengracht / [@thehoxtonhotel](https://www.instagram.com/thehoxtonhotel)
www.lottis.com / [@lottisamsterdam](https://www.instagram.com/lottisamsterdam)

[Link to hi-res press imagery.](#)

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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 AIME Interiors Studios

AIME Studios is a team of designers specialising in Interior Design for F&B and hospitality spaces. For more than a decade, the studio has been responsible for developing and evolving the signature interior design language of The Hoxton, supporting the brand's growth from London into mainland Europe and North America, with projects now underway across the Middle East, Asia and Australia.

AIME's approach to The Hoxton is rooted in tactile design, local context and a strong sense of place. Through extensive research into each building and its surrounding neighbourhood, the studio creates spaces that feel relevant to their location while remaining recognisably Hoxton. The result is a consistent design DNA across the brand, with each property retaining its own distinct character and connection to its surroundings.

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