

# edyn

Locke

COVE

## **PIONEERING HYBRID HOSPITALITY PLATFORM EDYN ANNOUNCES FURTHER UK EXPANSION WITH THE ACQUISITION OF NH KENSINGTON**

- Acquisition is the latest in the pan-European expansion of edyn's lifestyle brand, Locke
- Conversion to 121-key design-led aparthotel due to complete in June 2023
- Property represents edyn's sixth Locke in London and latest chapter in pan-European expansion

**London, UK, 01 September 2022**



edyn, the hybrid hospitality pioneer revolutionising the extended stay sector, today announces the expansion of its lifestyle brand Locke with the acquisition of the NH hotel in London's exclusive Kensington and Chelsea district.

The property will be edyn's sixth Locke in London, joining Kingsland Locke, Buckle Street Studios by Locke, Locke at Broken Wharf, Leman Locke, and Bermonds Locke. The acquisition adds further momentum to edyn's growth in Europe, with new properties under development in Berlin, Zurich, Lisbon, and most recently in Munich with the opening of Wunderlocke in the city's Sendling district.

Due to open in June 2023, the aparthotel will comprise 121 apartments, ranging from studios to one- and two-bed open-plan living spaces. The lobby and common areas will be complemented by a bar, restaurant, co-working space, meeting areas, and private gardens.

Prominently situated on the historic Cromwell Road, the hotel is in a neighbourhood rich with cultural diversions and is within walking distance of some of London's most famous museums, including the Design Museum, the Victoria & Albert, and the Natural History Museum.

The hotel is being designed by London-based architects and designers Atelier Ochre, alongside interior design specialists House of Dré. Their mandate is to create beautiful,

# edyn

Locke

COVE

authentic, and liveable spaces for both hotel guests and the local community. Drawing inspiration from the iconic art deco style of Derry & Tom's Department store and the golden age of Kensington, the design channels a glamorous mid-century aesthetic complete with ample green spaces and a carefully sequenced guest journey, with a contemporary approach which reflects the wants and needs of modern travellers.

**Stephen McCall, CEO at edyn commented:** "I'm very proud to announce edyn's first acquisition in West London, underlining our commitment to our dynamic home market as we continue to build our presence across the city and broader Europe with all of our brands. London remains one of Europe's most desirable destinations, with demand for hotels in June hitting its highest level in almost three years.

Locke's innovative hybrid model, which blends apartment living with high concept design and a range of immersive cultural experiences, has proven its appeal across Europe and this acquisition marks the latest chapter in the brand's growth story.

edyn is perfectly placed to capture the growing demand for this type of hospitality, which has been fuelled by the post-pandemic recovery in travel demand, rising sustainability concerns, and a greater emphasis on the experiential aspects of travel. We are excited for the future and for our continued growth."

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**About edyn**

edyn is a pioneering hospitality group that is revolutionising the extended stay sector. edyn was built on the philosophy that travel should be a rich journey of discovery, providing unique experiences that inspire, whether travelling for business or leisure. For almost 25 years, the group has expressed this vision through the development of a unique and diverse portfolio of properties reflecting the evolution of the travel and hospitality industries.

# edyn

Locke

COVE

The group owns and operates an extensive range of properties across the UK and Europe, including its lifestyle aparthotel brand Locke, future-facing serviced apartment brand Cove and Saco, which offers spacious, comfortable accommodation across the UK. Together, alongside an extensive partner network, edyn has established a global ecosystem consisting of more than 80,000 apartments in 260 locations.

For more information, please visit: [www.findingedyn.com](http://www.findingedyn.com)

## **About Locke**

Locke believes that life shouldn't stop when you're away from home, giving guests the freedom to travel on their own terms by creating spaces that are designed to adapt to travellers ever-changing lifestyles.

Since opening its first location in London in 2016, the brand has expanded exponentially, currently operating 12 trading properties and 2,127 trading keys across five markets in the UK and mainland Europe.

Locke's signature studio and one-bed suites are designed to offer business and leisure travellers more autonomy and flexibility than a typical hotel, suitable for either short or extended stays. Each Locke is designed around the local community, with unique interiors, and food and drink partners, which reflect and celebrate the culture and character of the different neighbourhoods in which they're located.

Locke is part of the edyn family, a pioneering hospitality group which also operates bespoke serviced apartments brands, Cove and Saco.

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