

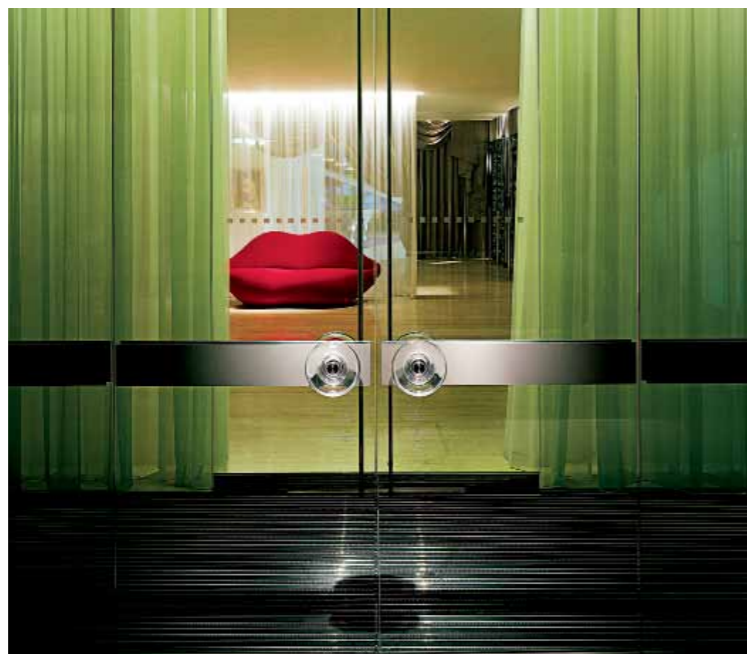


Fashion

HOTELS

Where do the seriously stylish crash and hang out when they hit London? Here's our pick of couture stays fit for a fashionista

LONG AFTER THE DIZZYING WHIRL OF LONDON FASHION WEEK'S SHOWS, PARTIES AND POP-UP SHOPS, STYLE-SAVVY URBANITES HEAD TO THE CAPITAL'S COOLEST HOTELS to lay their heads or linger. London is filled with hip and swanky boutique hotels and a few gems off the glamour grid, from the flashy over-the-top luxury of the W to the Sanderson's sleek surrealism and the kitschy cosiness of 40 Winks. These are more than just places to sleep, eat and meet, they are destinations in their own right, offering everything from Michelin-star restaurants, buzzing late-night bars with vintage cocktails and celeb DJs, rooftop spas, literary soirées, and film and art happenings.



The Sanderson
French design guru Philippe Starck's playful and poetic Sanderson in Fitzrovia exudes glamour at every turn. One of London's original boutique boltholes, founded by Ian Schrager of Studio 54 fame, it attracts the in-crowd. Beyond the austere 50s exterior, you'll find a Dali-esque dream world: a lobby with surrealist red lip chairs, glowing courtyard and the eye-catching Long Bar that has become the late-night lair of rock stars and urban foxes. FROM £300: SANDERSONLONDON.COM



40 Winks

This flamboyant funhouse in the heart of bohemian East London has become the B&B of choice for movie stars and fashion movers. Its dark, sexy rooms with quirky touches (a music room with Beatles drumkit, a lion's head tap in the bath) inspired German *Vogue* to call it the world's most beautiful small hotel, yet it still feels cosy and lived-in. Its intriguing soirées, bedtime story nights, fairytale cocktail and tea parties make it a real draw. FROM £140: 40WINKS.ORG



Hazlitt's

Named after the radical 19th-century essayist William Hazlitt who died in poverty at the former boarding house (the landlady was so keen to re-let his room she hid the body under the bed until it could be buried), this Soho hideaway is a rare jewel of a place. From the moment you step into the rickety townhouse, you'll be seduced by the chic cosiness and old-world charm.

FROM £275: ROOKERYHOTEL.COM



Bingham Hotel

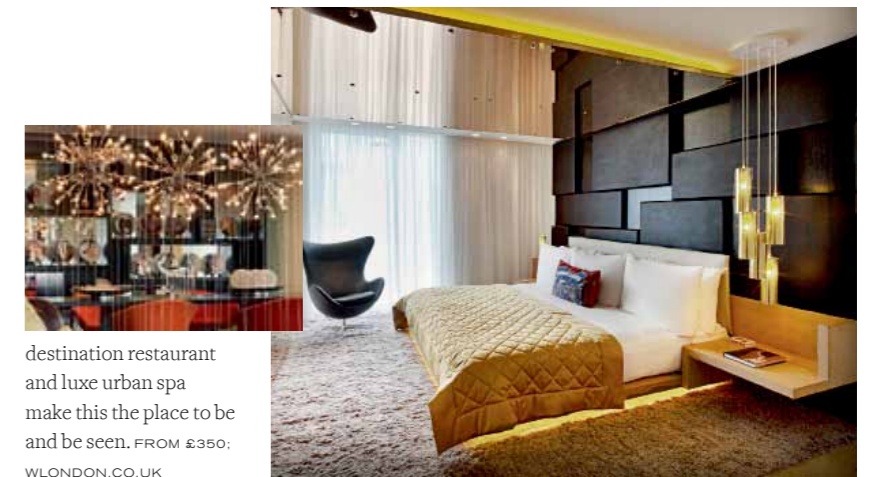
Hidden in leafy Richmond, the Bingham is a glam out-of-town retreat for discerning Londoners who can disappear without leaving the city. A Georgian townhouse overlooking the Thames, its interior is a shimmering whirl of droplet chandeliers, Art Deco furniture and floor-to-ceiling French windows offering sweeping views of the river over the pristine lawns and weeping willows. It also has a Michelin-starred riverside restaurant and seductive lounge bar with a live band and serious cocktails. Everything you need for a lost weekend. FROM £190: THEBINGHAM.CO.UK



W Hotel

The glitzy new W has brought its trademark brand of big and brash boutique-chic over to London. W London is bling of showbiz proportions – glittering with plenty of mirrors, purple velour, disco balls and flashing neon. Fun and frivolous, it feels

more like a nightclub than a hotel. Even your pets are welcome to join in on the fun (bowls of dog or cat food can be delivered to the room). Its fabulously retro rooms are a blend of minimalism and function. Its star-studded bar, plus



destination restaurant and luxe urban spa make this the place to be and be seen. FROM £350: WLONDON.CO.UK