



## THE RUMOURS ARE TRUE:

### W London – Leicester Square Reveals Vibrant New Bar and Lounge in the Epicentre of the British Capital

**LONDON – 11<sup>th</sup> October 2017** – Bold Londoners and discerning, international travellers are invited to access ***The Perception at W London***, the city's newest bar and lounge, beginning Friday 27<sup>th</sup> October. Overlooking the hustle and bustle of the streets of Soho from the first floor of W London – Leicester Square, the new bar will ignite the neighbourhood with electric energy, transforming from a laid-back hangout by day to a place to be seen at by night.

The concept will feature subtle, abstract references to the brand and city's shared love of fashion, music and design through its bold interiors and diverse cultural programming. Accompanied by killer cocktails and a brand new dining series, ***The Perception at W London*** is here to stay as Soho's most magnetic destination.

"With its bold design, prime location and energetic programming, the new bar will seamlessly blend urban edge and London glamour in a uniquely W way," said **Martijn Mulder**, General Manager, W London – Leicester Square. "Located in the heart of a global entertainment capital, it is imperative that we continue to innovate and reinvest into our hotel. ***The Perception at W London*** is sure to become the crown jewel in the city's Soho scene."

#### A design journey through British culture

Always in search of what's new and next, W London commissioned Amsterdam-based designer firm, **Concrete**, with the task of uniting eclectic influences from London's most iconic eras and trends. Intimate circular booths flank a central corner bar where hints of a buzzy English pub are remixed with a sophisticated cocktail counter. A shimmering gold curtain curves around each booth to custom-made day beds adorned with accent pillows and poufs for the perfect party feel.

With seven flexible areas ranging from public to private and shades in between, ***The Perception at W London*** will welcome those wanting to sit back and soak in the atmosphere. The striking colour palette of black and gold, offset with chic pastels and rich reds, produces a chic and exclusive atmosphere whilst spherical light sculptures, abstract neon artworks and a gigantic glitter ball create the perfect backdrop for a glam night out.

Bespoke leather sofas tattooed by Soho's iconic **Frith Street Tattoo** studio are surrounded by spherical mirrored ceilings and colourful lights giving guests a rose-tinted view of the iconic Leicester Square below. A revolving curved sofa with tiered seating and a folding partition wall for intimacy aims to encourage discrete revelry, whilst interactive DJ booths will ensure resident night owls can always take centre stage.

"The unique design of ***The Perception at W London***, brings together the many faces of modern London, playing on the parallel British personas of work and play. We bring them together into one collection, inviting guests on a journey through the city's cultural heartbeat," said Concrete. "Our goal was to create a sophisticated yet bold space that would challenge perceptions and tempt guests to explore and push boundaries into unforeseen behaviour."

## Hip Beats and Gastro Eats

To celebrate the opening, W London is launching a new dining series which will welcome some of the capital's most renowned culinary talents to create a dinner menu combining their gastronomic identity with the daring attitude of W London.

Kicking off the program is Australian-born **Magnus Reid**, owner of Shoreditch haunt, *C.R.E.A.M* and Hackney favourite, *Legs*. Guests will savour twisted classics such as burrata with chilli jam and fried garlic or show-stopping larger plates like whole roast market fish. The menu will be available for dinner and will be served exclusively in the W Lounge within ***The Perception at W London***, on a communal table perfect for sharing.

The innovative new cocktail menu was created by **Ulises Guerrero Galvez**, Head Barman at W London – Leicester Square. Mixing premium spirits with surprising ingredients and garnishes, each cocktail tells a theatrical story in their own cheeky way. One not to be missed will surely be *Enjoy The Show*, which showcases an innovative play on the much loved movie snack containing popcorn infused Woodford reserve, chocolate bitters and Coca-Cola foam.

"Our ambitious cocktail menu will up the drama, inspired by our Soho location's theatrical roots," said **Benjamin Cowtan**, Beverage & Food Director, W London – Leicester Square. "Our talented team of bartenders have moved away from traditional mixology with the aim of surprising guests with unusual ingredients and flavour combinations."

In collaboration with Mixcloud, the leading music streaming platform, W London will also introduce a cultural programme worthy of its iconic central London location. Hosting the world's hottest DJ's, including some of the most exciting new names from London's emerging music scene, the calendar will be packed with many a not-to-be-missed event. On the menu will also be a carefully curated collection of screenings, workshops and talks from the city's most influential and creative minds.

***The Perception at W London*** will be open from 8.00am to 1.30am from Sunday to Thursday and even later (3.00am) on Fridays and Saturdays. By day, it will be a hub of activity for hotel guests and Londoners needing to connect, reload and recharge. Breakfast, lunch, dinner, afternoon tea and Sunday brunch will be served in addition to late-night drinks, embodying the brand's FUEL philosophy of having the energy to look good, feel good, go longer and stay later.

For more information, visit: **WLondon.co.uk**

#THERUMOURSARETRUE  
@wlondonhotel

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### Notes to editors

Opening to the public	Friday 27 <sup>th</sup> October
Address	The Perception at W London, 10 Wardour Street, London W1D 6QF
Area	Soho
Opening times	Sunday to Thursday 8AM – 1:30AM Friday to Saturday 8AM – 3AM
Seated covers	144
Serving	Breakfast selection, brunch, lunch, all day bites and light dishes, afternoon tea and

	dinner
B&F Director	Benjamin Cowtan
Head Bar Man	Ulises Guerrero Galvez
Head Chef	Patricio Tapia Cuevas
Dining series program chef	Magnus Reid
Dining series program menu	Available Monday to Sunday, 6PM – 11PM in the W Lounge

**For further information on this opening and W London - Leicester Square, please contact:**

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#### **ABOUT W LONDON – LEICESTER SQUARE**

Sophisticated and quirky, glamorous and decadent, W London - Leicester Square crystalizes the quintessential dual personality of the British soul. Opening its doors in 2010 and overlooking the bright lights of Soho below, the sleek hotel features 192 luxurious guest rooms including nine suites, two WOW Suites and one Extreme WOW Suite. Featuring custom-made furnishings and stylish accents unique to London, each room offers the latest in cutting-edge technology and the most advanced entertainment systems in the industry. With an innovative cocktail menu, a unique dining series and a line-up of the hottest DJs, the hotel's stylish public spaces serve as a chic urban playground for discerning travellers and local insiders. Red carpet-ready services are provided by celebrity therapists at the Away® Spa and state of the art fitness facilities can be found at FIT. W London - Leicester Square also offers creative meeting spaces and an exclusive and iconic Whatever/Whenever service - a 24-hour 'Insider' concierge that provides whatever guests want, whenever they want it (as long as it's legal).