



## **W LONDON STEPS IT UP FOR PRIDE IN LONDON 2018 WITH A SERIES OF LOUD AND PROUD CELEBRATIONS**

**W London – Leicester Square** will support PRIDE in London 2018 with a flurry of unforgettable happenings across the official PRIDE weekend taking place 6-8<sup>th</sup> July. A panel of disruptive pioneers in the LGBTQ+ community will kick-off the celebrations with **Queer Me Out**, a powerful speaker series initiated by W Hotels worldwide, discussing the current state of London's queer nightlife. This will be followed by a showstopping presence in the **PRIDE parade** itself culminating in an epic **PRIDE party with Glitterbox**, known for their flamboyant and hedonistic 21<sup>st</sup> Century disco flair. Keeping the party going, an eccentric twist on the hotel's **RETOX brunch** will re-energise and nurse party-goers back to life with an abundance of indulgences, accompanied by Soho's most colourful performers.

**Martijn Mulder, General Manager at W London – Leicester Square commented:** "Since day one, W Hotels has been dedicated to inclusivity and equality and it continues to be core to our brand experience. With W London being at the heart of the PRIDE in London activity, we are excited this year to support in many ways, encouraging everyone to celebrate and support London's thriving LGBTQ+ community."

### **QUEER ME OUT - QUEER NIGHTLIFE IN FLUX: THRIVING OR THREATENED? FRIDAY 6<sup>TH</sup> JULY, 6.30PM**

Located in the historic epicentre of London's LGBTQ+ community, W London will play host to its inaugural **Queer Me Out** speaker event: an innovative W Hotels initiative designed to connect and inspire the LGBTQ+ community in every W destination worldwide.

The panel will welcome some of the most renowned Kings and Queens of queer nightlife, moderated by **Glyn Fussell**, the mastermind behind the outrageous and supercharged legendary club night Sink the Pink as well as the sell-out Mighty Hoopla festival, which launched to raving success in 2017. Joining Glyn will be **Princess Julia**, DJ and Culture Correspondent at i-D Magazine and deemed the original darling of London's underground. Along with **Oly Innes**, Los Angeles based US Commissioning Editor of Gay Times and creator of the infamous queer party brand Daddy Issues, now monthly in London and LA, and **Paris Lees**, transgender feminist, human rights campaigner, fierce model and award-winning journalist.

Together they will share their experience on carving out London's LGBTQ+ nightlife, its surging and volatile landscape and its arguably uncertain future.

Free to attend, **Queer Me Out** will include a 50-minute panel discussion followed by Q&As and a cocktail reception in the hotel's bar and lounge, The Perception at W London. Tickets are limited and can be reserved by visiting: [www.wlondon.co.uk/london-pride](http://www.wlondon.co.uk/london-pride)

### **PRIDE IN LONDON PARADE AND 'WHEN LOVE TAKES OVER' PARTY WITH GLITTERBOX: SATURDAY 7<sup>TH</sup> JULY, 4PM - LATE**

W London will be joining the PRIDE parade aboard its very own disco-dazzling float. Inspired by the hotel's iconic glitter balls, the double-decker spectacle will shimmy through the bustling streets of Soho with a troop of over 70 people in tow. Not to be missed, guests on the float will be kitted-out in bespoke other-worldly outfits by British fashion designer **Jack Irving**; the creative genius behind many of Lady Gaga's infamous looks.

Glitterbox, the world's most flamboyant and hedonistic party starters will also be on board to steal the scene with their **iconic drag performers** and top-class DJs. Expect chart-toppers such as the **Shapeshifters** who will ready to pave the way to the ultimate glitter-littered **'When Love Takes Over'** PRIDE party back at The Perception at W London from 4pm.

Here, a further line-up of some of Glitterbox's hottest entertainers and DJ's including **Melvo Baptiste**, **Sophie Lloyd** and **Hifi Sean** will host the most fabulous PRIDE party in town.

For more information and guestlist, visit: [www.wlondon.co.uk/london-pride](http://www.wlondon.co.uk/london-pride)

### **PRIDE INSPIRED RETOX BRUNCH: SUNDAY 8<sup>TH</sup> JULY, 1 – 4PM**

For those waking up to sore feet after Saturday's shenanigans, all will be restored back to life with a PRIDE inspired RETOX Brunch served in The Perception at W London.

Guests can fuel even more fun and retox with an abundance of indulgent and healthy brunch dishes, fresh smoothies and juices and the sweetest of dessert stations, all washed down with bottomless bubbles. Entertainment will come courtesy of Soho's most glamorous drag performers as DJ Anna Greenwood hits the decks, providing the afternoon's party soundtrack.

£45 per person, reservations are recommended: [www.wlondon.co.uk/london-pride](http://www.wlondon.co.uk/london-pride)

### **PRIDE COCKTAIL: MISS VANJIE, AVAILABLE UNTIL 8TH JULY**

In celebration of PRIDE month in London, the expert mixologists from The Perception at W London have created a cocktail in honour of American Drag Queen Vanessa Vanjie Mateo aptly named MISS VANJIE.

A mouth-watering blend of Belvedere Vodka, Lychee Liqueur and lime, MISS VANJIE is more than she appears upon ordering. Served with a secret shot on the side, cocktail aficionados ordering this celebratory tippie will be invited to pour it in to the martini glass and watch it magically change colour!

MISS VANJIE will be available until 8th July and a donation from all sales of the cocktail will be made to PRIDE in London.

### **W LONDON PRIDE HOTEL PACKAGES**

For those travelling into the capital for PRIDE in London, W London are offering two bespoke party-fuelled packages:

#### *Package 1: INSIDER LONDON PRIDE EXPERIENCE*

Dates: Minimum two nights including the nights of Friday 6th and Saturday 7th of July

Includes:

- Stay in Wonderful room with breakfast included
- Access to the Queer Me Out panel discussion including drinks and canapes
- Access to the PRIDE party including complimentary beverages and canapes

#### *Package 2: STEAL THE SCENE AT LONDON PRIDE*

Dates: Minimum two nights including the nights of Friday 6th and Saturday 7th of July

Includes:

- Suite stay with breakfast included
- Access to the Queer Me Out panel discussion including drinks and canapes

- A space on the W London float at the PRIDE in London parade with designer Jack Irving costumes, make-up and drinks provided
- Access to the PRIDE party including complimentary beverages and canapes

For more information: [www.wlondon.co.uk](http://www.wlondon.co.uk)

## **REDISCOVERING THE (W)ORLD**

W knows that LGBTQ+ travellers – like all travellers - are looking for different experiences. Many seek authentic historical and social opportunities whilst traveling to gain a deeper insight into the struggles and triumphs that have shaped the LGBTQ+ community in each destination. In collaboration with Condé Nast’s [them](#), and its acclaimed editor, Phillip Picardi, W is highlighting the LGBTQ+ experience with a new series of online destination guides through a curated lens. The first guide from Mexico City, with Carmen Carrera, is now available on The Angle, the brand’s amped-up digital platform, with additional guides being released regularly throughout the year.

Inclusiveness is in W Hotels DNA, and these dynamic speaker and video series are just the latest example of the brand’s award-winning commitment to the LGBTQ+ community. From the brand’s groundbreaking “TURN IT UP FOR CHANGE” campaign for marriage equality launched in 2015 to the W Hotels in New York City being the first to offer same-sex wedding packages when New York State passed marriage equality, W Hotels has a long-standing history of Pride-centred activations.

The brand’s 2018 lineup is supported by Marriott International’s #LoveTravels initiative. Since 2014, #LoveTravels represents Marriott’s long standing commitment to diversity and inclusion and celebrates travelers around the world who also are dedicated to inclusion, equality, peace and human rights.

#WLondon #LoveTravels | @wlondonhotel

**-ENDS-**

### **Notes to editors**

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### **ABOUT THE PERCEPTION AT W LONDON**

Attracting bold Londoners and discerning, international travellers alike, The Perception at W London ignites the neighbourhood with electric energy, transforming from a laid-back hangout by day to a place to be seen at by night. Overlooking the hustle and bustle of the streets of Soho from the first floor of W London – Leicester Square, The Perception showcases bold interiors and a diverse cultural programming accompanied by killer cocktails and a dining series featuring some of London’s most renowned culinary talents. The Perception at W London also offers Retox Brunch - the city’s most punchy Sunday brunch, Tea Total – a tippy twist on the traditional afternoon tea, a vibrant breakfast offering and a Work from W package perfect for those always on the go.

### **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).

#### **ABOUT W HOTELS WORLDWIDE**

Born from the bold attitude and 24/7 culture of New York City, W Hotels, part of Marriott International, Inc., has disrupted and redefined the hospitality scene for nearly two decades. Trailblazing its way around the globe, with more than 50 hotels, W Hotels defies expectations and breaks the norms of traditional luxury wherever the iconic W sign lands. With a mission to fuel guests' lust for life, W ignites an obsessive desire to soak it in, live it up and hit repeat. The brand's provocative design, iconic Whatever/Whenever service and buzzing Living Rooms create an experience that is often copied but never matched. Innovative, inspiring and infectious, the brand's super-charged energy celebrates guests' endless appetite to discover what's new/next in each destination, to see more, feel more, go longer, stay later. W Hotels Worldwide is proud to participate in the industry's award-winning loyalty program, Starwood Preferred Guest®. Members can now link accounts with Marriott Rewards®, which includes The Ritz-Carlton Rewards® at [members.marriott.com](http://members.marriott.com) for instant elite status matching and unlimited points transfer. For more information on W Hotels, visit [whotels.com/theangle](http://whotels.com/theangle) or follow us on Twitter, Instagram and Facebook.