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KITTEN & SHARK
TRAVEL LIFESTYLE & BRAND PR

LONDON, WAKE UP HERE / FEBRUARY 14, 2020

LONDONS LUXURIES WITH PAGE 8 HOTEL



If sniffing out new hotels up and down the country was an Olympic sport, we'd be taking home the gold.

Page8 is one of London's newest and best additions and one of our favourites so far. We love learning about new brands, how they came about and what they're striving for. The Page brand is all about bringing urban explorers to travel and bringing people together. Which we literally could not be any more all over.

Let's talk location. If you were to measure, with all the power of science and geography, you'd probably place the official centre of London less than 100m away from the hotel's front door. It's just next door to the St Martin in the Fields church (which we ashamedly had to look up the name of - having only ever passed through en route to Heaven on a Saturday night) on Trafalgar Square. If

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TRAVEL LIFESTYLE & BRAND PR

- having only ever passed through en route to Heaven on a Saturday night) on Trafalgar Square. If ever there were a place designed to bring people together, it's here.

With 138 rooms, it's on the bigger side of boutique, but has one of the most personal touches we've ever experienced.

As a modern brand, the design and finishing touches are flawlessly thought through, and it gives the feel of an expensive members club but without the fuss (and the fee). In the rooms, expect a lot of hard dark blue leather and bronze accents - with crisp white sheets and the kind of Scandi scatter cushions and indie coffee table books you always thought like for your own house but can only ever find in cool hotels.



We're always a bit wary of using the word "cool" because it's, with all intents and purpose, a subjective term. Well, it was anyway, because there's no denying the Page8 isn't cool. Marshall speakers pump out the sounds of sick indie bands that will never be mainstream, and even the air is cool, thanks to each room's own personal Blueair air purifier. Even the bathrooms are cool, and with Co Bigelow products - this is the kind of stuff Kate Moss and Tom Hardy probably wash their hands with.

The brand opened their first venture in Hong Kong about a year ago, and the London version is a very welcome contender in a city so dependent on casual co-working office spaces and new generation food halls.

The hotel lobby isn't a place where you wait for a rude receptionist to tap endless numbers the world's most robust booking system (you know who you are) - it's an open space designed to welcome guests in. Their coffeeshop concept, Page Common, shares a space, and is the home of not-so-pretentious artisanal coffees. Hints at travel in the form of chunky books and educated baristas encourage conversations between people, and as travel focussed nomad workers ourselves, it's a pretty special place to be.

[Page8 \(www.pagehotels.com / 0203 879 9400\)](http://www.pagehotels.com) offers a starting nightly rate of £220 for a double room on a room only basis.