

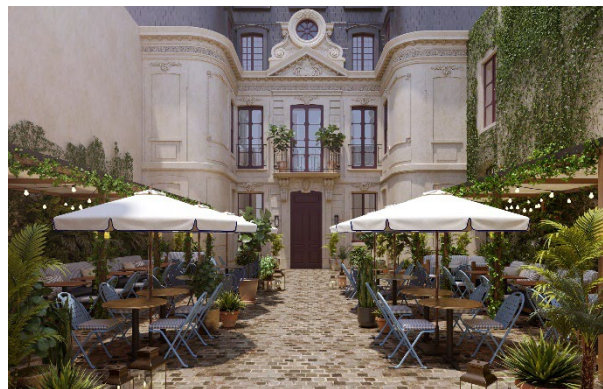
# edyn

Locke

COVE

## **EDYN CONTINUES STRONG EUROPEAN GROWTH MOMENTUM WITH LANDMARK PARIS DEVELOPMENT FOR LOCKE**

- edyn is taking its lifestyle aparthotel brand Locke to Paris, continuing its rapid expansion across European gateway cities
- The milestone Paris opening is in the cosmopolitan 5<sup>th</sup> arrondissement and will mark edyn's first entry into France
- The hybrid hospitality sector continues to benefit from significant expansion driven by increasing consumer awareness and demand



**London, UK, 4 October 2022**

edyn, the hybrid hospitality pioneer revolutionising the extended stay sector, has today announced the expansion of its lifestyle aparthotel brand Locke into Paris. The acquisition of a historic property in the city's fifth arrondissement will be followed by its development into a 145 key boutique aparthotel, due to open in 2024.

The acquisition further strengthens edyn's position as an industry leader in the hybrid hospitality sector, and continues the group's rapid growth across key European gateway cities. edyn's recent growth track includes the acquisition and redevelopment of the NH Hotel in London's Kensington and the opening of Wunderlocke in Munich, with Locke at East Side Gallery to follow imminently in Berlin. Edyn has also announced 2 further Locke hotels currently under development in Zurich and Lisbon which are due to open in 2023 and 2024.

Currently an 18<sup>th</sup> Century mansion located in the cosmopolitan Latin Quarter, a stone's throw from Sorbonne University and the Panthéon, edyn will transform the property into a flagship location for Locke. Integrating Locke's unique hybrid concept, the sensitive redevelopment will result in 1000sqm of activated social spaces comprising a winter garden, a high-concept restaurant and bar set under a restored glass atrium, co-working, coffee shop, gym and laundry

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facilities. Accommodation will feature 145 studio apartments spread over seven storeys, which will be housed in a new building to the rear of the site.

The site has been purchased with planning permission and the development is expected to start October 2022 with a targeted opening date in the second half of 2024.

edyn is the group owner of forward-thinking lifestyle aparthotel brand Locke, which currently owns and operates 12 trading properties and 1,978 trading keys across five markets. The brand successfully launched in six new locations in 2021 including London, Cambridge, Dublin and Munich, and recently announced the acquisition of a new location in Kensington, London.

**Stephen McCall, CEO at edyn commented:** "Locke will be the first design-led lifestyle aparthotel to open in Paris, and we're thrilled to introduce our forward-thinking brand to such an iconic city. After establishing ourselves as one of the most innovative hybrid hospitality groups in Europe, this flagship opening in Paris further extends the reach of our exciting pipeline of Locke and Cove hotels across the continent, at a time when awareness of extended stay is translating into record levels of consumer demand."

\*\*\*ENDS\*\*\*

## 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.

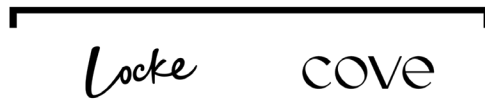
The group owns and operates an extensive range of properties across the UK and Europe, including its lifestyle aparthotel brand Locke, and Cove, which offers serviced apartments for the modern traveller. Together, alongside an extensive partner network, edyn has established global ecosystem consisting 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.

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Since opening its first location in London in 2016, the brand has expanded exponentially, currently operating 12 trading properties and 1,978 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 different the different neighbourhoods in which they're located.

Locke is part of the [edyn](#) family, a pioneering hospitality group which also operates serviced apartments brands, Cove and Saco.

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