

PIONEERING LIFESTYLE APARTHOTEL BRAND LOCKE OPENS ITS SIXTH PROPERTY IN LONDON - EMBER LOCKE, LOCATED IN THE CITY'S KENSINGTON AND CHELSEA NEIGHBOURHOOD



26th July 2023 – Pioneering lifestyle aparthotel brand Locke is pleased to announce that Ember Locke, its sixth property in London and thirteenth Locke to date, is now open. Located in the city's exclusive Kensington and Chelsea neighbourhood, the aparthotel is spread across eight floors, comprising 121 apartments ranging from studios, to duplex one bedroom apartments. Complementing the lobby and common areas is food and beverage destination EVE; providing a coffee shop, bar and restaurant offering which sits amongst co-working space, a meeting room and large garden. Additional facilities also include a gym and laundry room.

Prominently situated on the historic Cromwell Road, Ember Locke sits in a neighbourhood rich with culture and is within walking distance of some of London's most famous museums, including the Natural History Museum, the V&A, the Science Museum, and the Design Museum.

Designed in collaboration by creative and interior design studios Atelier Ochre and House of Dré, the warm, distinctive interiors and layering of casual and bohemian spaces with soft ambient tones and hues, welcome guests and provide solace from the bustle of Cromwell Road. Inspired by the late Kensington Roof Gardens and the laissez-faire flamboyance demonstrated by the iconic mid-century fashion brand Biba (born in Kensington's bohemian fashion scene), the Art Deco design style combined with 21st century retro futurism, ensure the interiors are a nostalgia-soaked reimagining of over a decade of glamour in Kensington.

Ember Locke's apartment interiors are curated as a series of boudoir rooms, with guests transported by colourful tones and vibrant patterns to a bygone, yet fundamentally contemporary era. Art Deco details and bold pieces such as sweeping banquette seating, deconstructed wardrobes and retro fittings are paired with elements of glamour; brass detailing, fringes, tassels, and heavy dividing curtains ensure a sophisticated feel.

In the communal spaces, the eclectic mix of character features are punctuated with bright fabrics, crafted furniture, and fine rattan structures, while opulent planting carefully frames the view towards Ember Locke's extensive garden. Bespoke art pieces by House of Dré adorn the walls in the guestrooms and public spaces, while a host of local and up-and-coming artist's work have been chosen to be displayed throughout the property.

"Bringing the concept of the ephemeral intrigue that spans across Biba and Kensington Roof Gardens to life began with teasing out the evocative details within. We embraced rich textures and bold patterns to embody a reserved opulence that once ruled the cultural and fashion industry. Immersed within these overflowing environments, guests can seek the shelter of intimate nooks, be more social in the open lounge, or come upon surprising moments we added to enrich the guest's tongue in cheek sense of discovery." - **Pauline Dellemotte, Founder and Creative Design Director, Atelier Ochre**

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“Our artworks and motifs have been given the Biba treatment, with the colour palettes used responding to that of the interiors created by Atelier Ochre. The chosen pieces reflect the boudoir-meets-Modernist-and-Art-Deco style of the decor and in turn changes the context and meaning of the artwork.” - **Andreas Christodoulou, Creative Director, House of Dré**



In keeping with Locke’s commitment to the finest offerings of food and drinks, Ember Locke will be home to EVE, a restaurant, bar, and café, inspired by the diverse flavours and breaking bread cultures of the eastern and southern Mediterranean regions. Rich, flavoursome traditions, indulgent and full of character, EVE presents a contemporary all-day cuisine. EVE, under the guidance of White Rabbit Projects, will open at Ember Locke in September 2023.

“We’re very excited to be opening our first property in West London, in an ideal neighbourhood for Locke. This part of West London has long captured the attention of leisure and business travellers alike - you have some of the city’s best museums and shopping locations on your doorstep and in the last few years the area has had a real spotlight on it, with some of the best restaurants in London opening here. With the buzzing neighbourhood of Notting Hill close by and tranquil Hyde Park moments away, we are excited for Ember Locke to open its doors for guests.” **Eric Jafari, Chief Development Officer and Creative Director, Locke.**





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Locke is also working with RE.LINE, a sustainable brand that provides uniforms to businesses, specialising in the hospitality industry. The brand reuses products that would otherwise end up in landfill and collaborates with artists to reimagine and repurpose them to give them a new life. Excitingly, Ember Locke is the first Locke property to see RE.LINE's concept come to life. In collaboration with House of Dré, RE.Line has created a line of unisex wardrobe staples in colour palettes that reflect the interiors of the Ember Locke. House of Dré worked with East London print artist, Ossa Prints, to create the 'Biba Girl series', a limited edition run of 121 unique prints based on three separate designs. The uniform consists of a range of interchangeable organic tees, soft sweats, and staple jackets in dusty neutral colourways.

Opening rates from £229 per night for the City Studio.

More information on Ember Locke can be found at www.lockeliving.com/en/london/ember-locke

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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 be lived in. Locke aims to inspire and connect travellers through mindful design, activated social spaces, a locally led cultural programme and disruptive food and drink concepts that celebrate the character and social fabric of each locality.

Locke's signature studio apartments feature fully fitted kitchens, living and working space that give guests more space and autonomy than the typical hotel room. The flexibility of the home-meets hotel format appeals to a broad range of travellers across the leisure and business markets, for both extended and short stays. Following the opening of its first location in 2016, Locke has expanded to include thirteen sites across the UK and across mainland Europe.

Follow @lockehotels on Facebook and Instagram.

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

For press enquiries, please contact: locke@purplepr.com

About Atelier Ochre:

Atelier Ochre is a creative design studio working between London and Paris. Founded by Pauline Dellemotte and Daryl Fitzgerald in 2018, the studio's ethos is rooted in blending creativity and collaboration. The Atelier Ochre process investigates hidden opportunities and narratives to form bespoke contemporary and sensory designs for their clients. The studio specialises in hospitality interior design as well as architecture and interiors of residential projects.

Pauline and Daryl founded the creative design studio Atelier Ochre as an opportunity to embrace their vision and aspirations of architecture and interiors in the hospitality industry and high-end residential sector. The international studio's ethos has grown from tailoring good design for our clients, a sensitive understanding of the history of a space and location and collaborative process. Designs naturally evolve to be bold yet curated, soulful spaces for people to enjoy and embrace.

Co-Founder and creative director, Pauline thrives on creativity, passion for details, culture and materials in often challenging projects, balancing the role of the architect and interior designer simultaneously. Born and raised in Paris, Pauline is a qualified architect in both the UK and France, having led the interior design of several high-profile hotels in London and Europe as well as residential developments for award-winning London based established practices.

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At Atelier Ochre, we encourage our clients to unlock a fuller potential with a quality of design that brings value to spaces and to the end users. We love bringing on board our passion for working with specialists and artisans to create bespoke and personal designs. There is a common thread of use of sustainable design, modern construction methods, and working with natural materials for calm and intuitive spaces. Personable, nurturing, with an element of surprise, our work is who we are.

About House of Dré

House of Dré was Established in 2020 by Andreas Christodoulou, the founder and creative director of House of Dre. Andreas brings his architectural background into a diverse range of disciplines, from interior design and sculpture to furniture and industrial design.

His works have been exhibited in galleries, restaurants and hotels in and around London. As a multidisciplinary creative he believes that by creating an overlap between art and design, new and culturally relevant works can be created. This constant process of innovation requires the designer/artist to make themselves vulnerable. This process only works by collaborating with a network of talented people in the art, design and construction industries. Maintaining strong relationships with other creatives is right at the heart of House of Dré. It is through collaboration that we can bring our knowledge as designers to the art world and vice versa. Collaboration is the studios life blood.

The studio is proud to be based within the East London creative hub of Hackney Downs Studios. A warehouse space full of creatives such as fashion designers, graphic designers, illustrators, painters, sculptors and many more.

About White Rabbit Projects

White Rabbit Projects launched in 2016, and the restaurant investment and advisory service is founded by former Soho House Group commercial director Chris Miller. WRP has supported the growth of brands including Cricket, Lina Stores and Island Poké, and works with early-stage chefs and restaurants to launch and grow their businesses.