

# Hilden Style Guide 2016

The definitive guide to interior design  
in the hospitality industry

[hilden.co.uk/style-awards](http://hilden.co.uk/style-awards)



## Welcome to the Hilden Style Guide 2016

Our annual Style Guide was created to bring you the current trends from hospitality design. In our 2016 guide we hope to inspire you; with interviews from key designers and this year's Style Awards' winners, alongside images that perfectly capture the interior design trends from the last 12 months and over the next year.

## Note from the Editor

Since the inception of our Style Awards we have been privy to some stunning venues, unearthing some of the UK's hidden luxury escapes. This inspired us to create our annual Style Guide, which we see as a key way in sharing the trends and venues we are lucky to find each year.

2015's Style Awards had an amazing response, as manager of the awards I had the pleasure of working alongside our five esteemed judges who each brought with them fantastic ideas and opinions. I also had the pleasure of visiting the final nine venues, which was an incredible experience. Some stand out venues for me this year included Solent Forts, a unique getaway located in an old abandoned sea fort between Portsmouth and the Isle of Wight, and Yorebridge House, a beautiful hotel ran by a charismatic couple in the North Yorkshire Dales. You can find out more about both of these venues in this Style Guide.

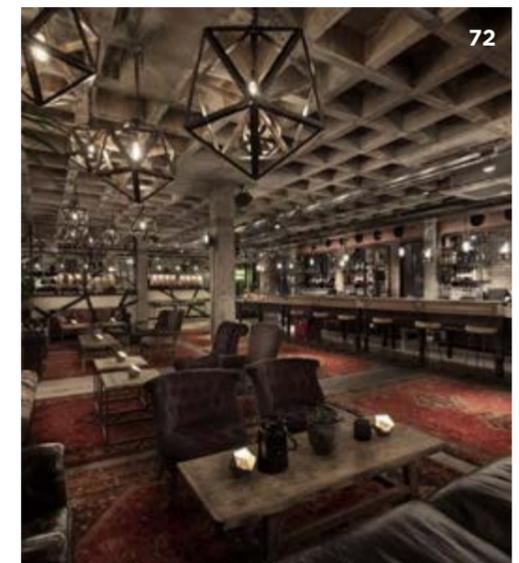
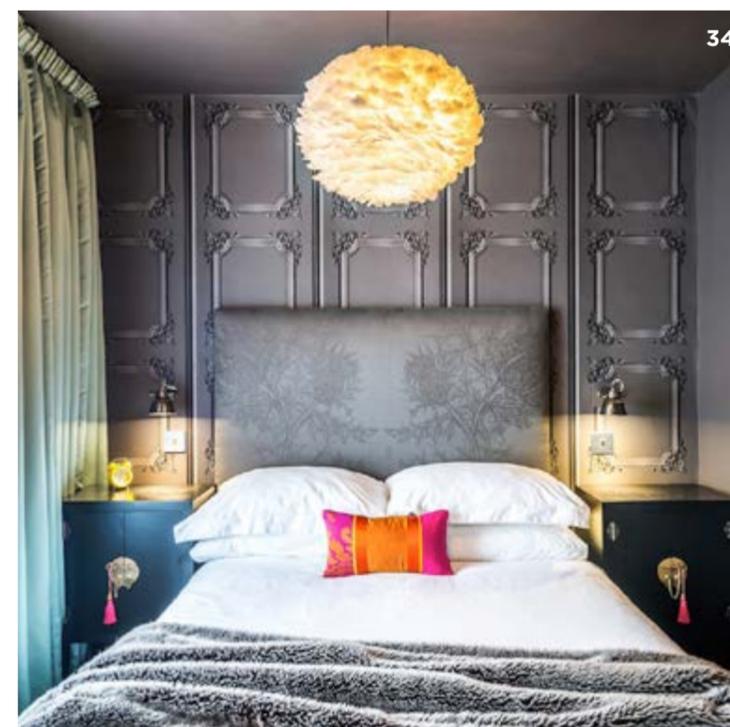
Of course in this edition we also bring you our winners' features; as we look to the three magnificent venues which triumphed in 2015's awards. I would like to offer my congratulations to this year's winners; The Church Inn at Mobberley, Unique Chic Lets, Edinburgh and Artist Residence, London - find out more about these venues on pages 34 - 58.

I hope you will find this year's Style Guide helpful and inspiring; and remember - the Hilden Style Awards will be back in May 2016 - and we are planning a big makeover!



**Jenny Dixon**  
Editor of the Hilden Style Guide 2016

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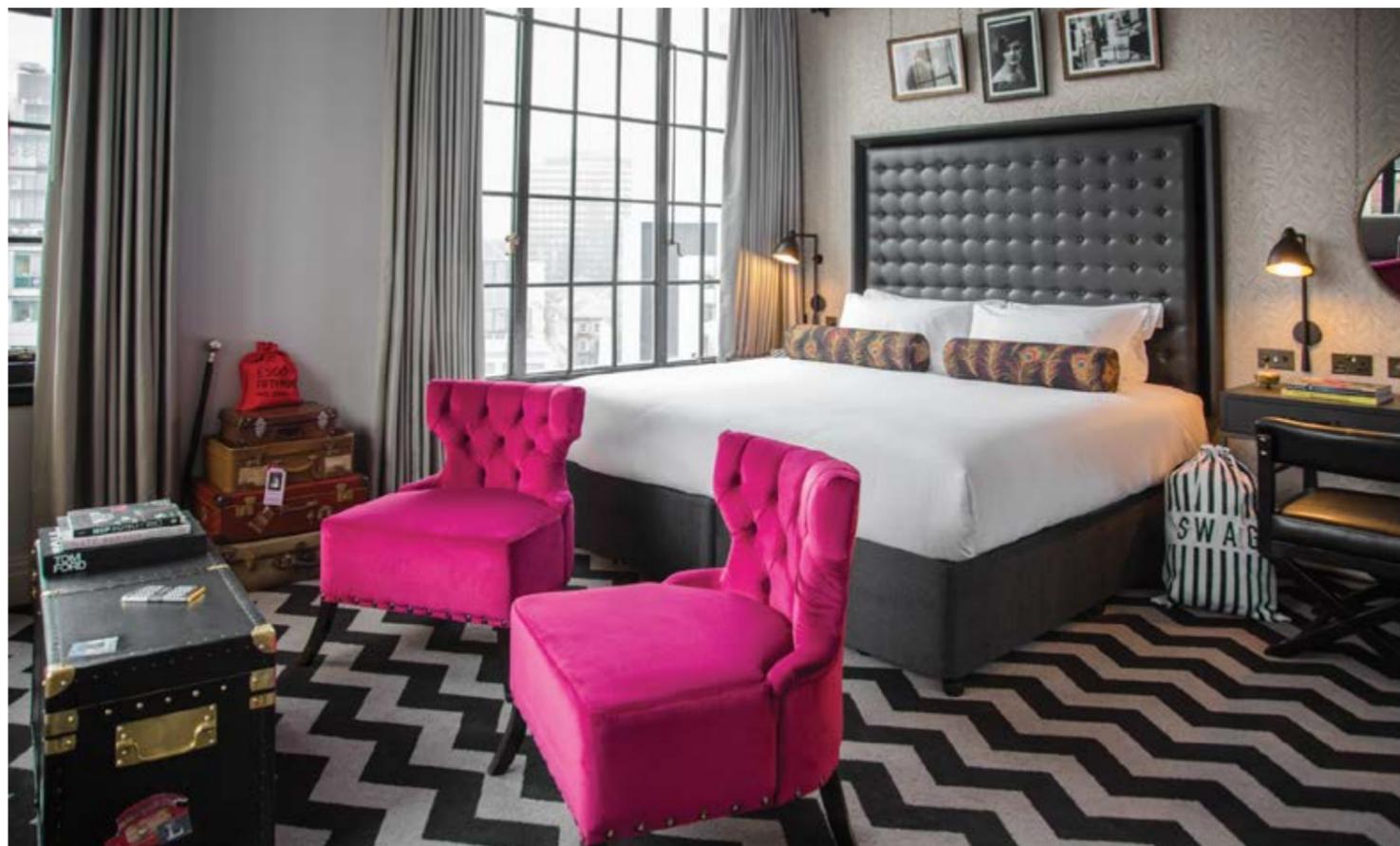
## Hotel Gotham

2015 was the year that theming in hospitality became huge news. No longer will bland, basic rooms do - guests now want to feel part of a much bigger experience.

The spectacular Hotel Gotham opened in April 2015 to major acclaim; paying homage to its banking roots and inspired by its art deco heritage. The five star hotel set in mid Manchester opened exactly 80 years to the day since the grade II listed building started out life as a bank.

The hotel perfectly themes itself on 1920s nostalgia with lots of references to its former life as one of Manchester's buzzing financial hubs, including moneybag-style laundry bags, a wall adorned in typewriters and 1900s banker style chairs. The hotel also employs permanent actors and cast members to carry the theme throughout the entire venue.

It is named after the fictional home of Batman and offers nods to the caped crusader throughout the venue, including its bat shaped do not disturb signs.



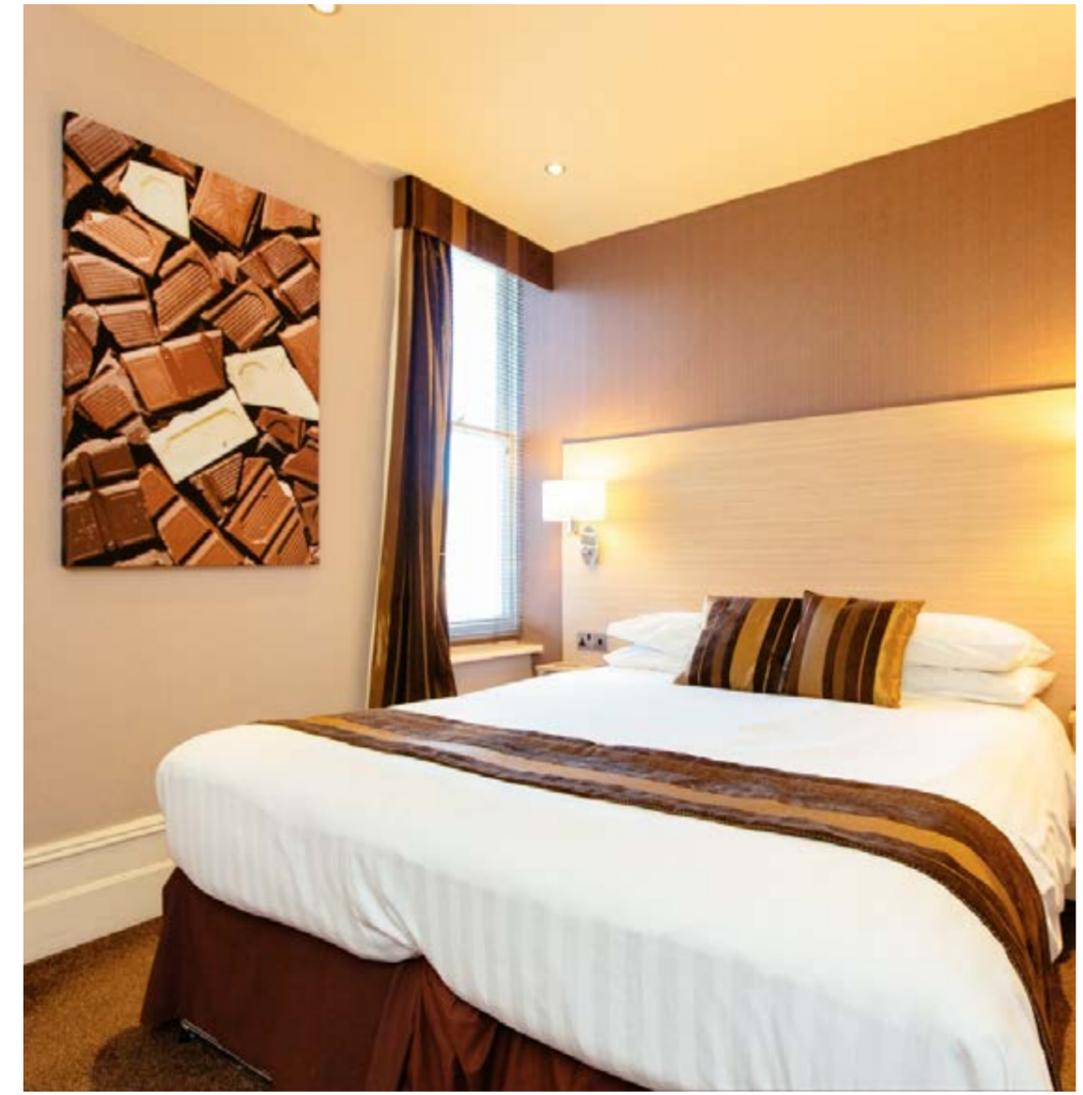


## Hotel Football

Another themed hotel which popped up in Manchester in 2015 was Hotel Football, a sanctuary for football fans to come and escape the furore of match days. The hotel, owned by footballing legends Ryan Giggs and Gary Neville, is located opposite Old Trafford making it the perfect location for travelling supporters.

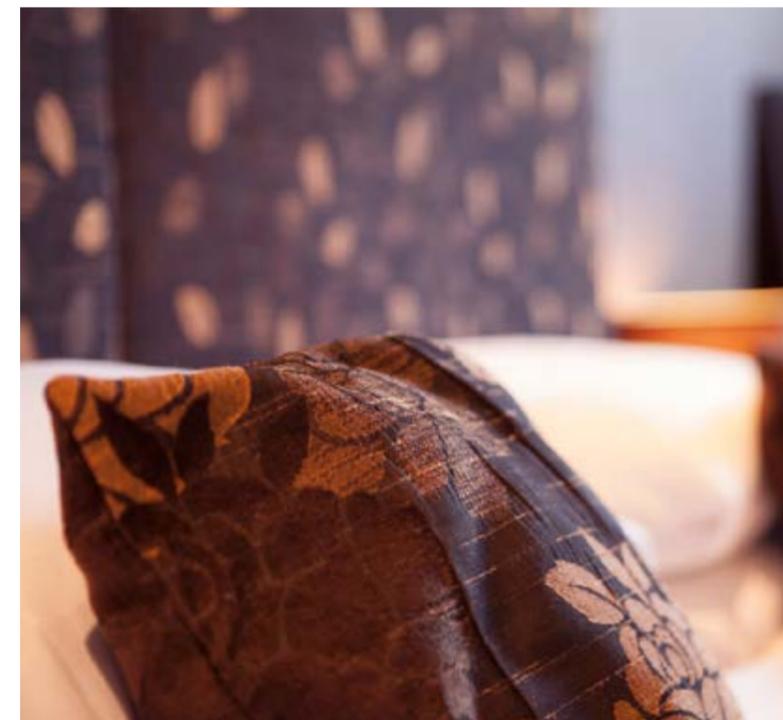
From Café Football – offering food inspired by the game – to the football pitch located on the roof, Hotel Football is a less than ordinary superior getaway for football fans.





### The Chocolate Boutique Hotel

If a football themed hotel doesn't take your fancy then perhaps this one will. Opened in 2004, the Chocolate Boutique Hotel is still bang on trend in 2016. The world's first chocolate themed hotel offers chocolate workshops, chocolate and wine tasting sessions and even has its own chocolatier on site. Guests can treat themselves to chocolate fountains and chocolate based cocktails, before retiring to their chocolate-inspired guestroom.



## Yorebridge House

One of 2015's finalists for the Hilden Style Awards, Yorebridge House, shows us how to perfectly capture a subtle theme and turn it into something special. Guests at Yorebridge will quickly find that each room has a different theme based on a geographical location - but what they may not know is that each room's travel tribute is a special memoir from its owners' lives. This kind of theme is perfect in encouraging guests to continue coming back so that they can see what is hidden behind each door. In this spectacular hotel; no two rooms are the same.



## A theme to remember

Yorebridge House is a stunningly themed hotel based in the North Yorkshire Dales, owned by couple Dave and Charlotte Reilly who bought the grade II listed building as a renovation project back in 2007.

The hotel made the finals of this year's Style Awards in two separate categories; Most Stylish Guestroom and Stylish Bathroom and teaches us one thing about theming – don't underestimate how your personal experiences can shape the nature of your venue.

We speak to Charlotte – the brains behind Yorebridge's interiors – about the story behind Yorebridge House and how this led to the growth of a multi-award winning establishment considered 'the most romantic hotel in the UK.'



### What is the main theme of Yorebridge house?

I like to think of Yorebridge House as being "inspired" by our travels, and from my passion for interior design. I love anything to do with interiors, and feel particularly excited by the diverse designs found in different countries and cultures. All the individual bedroom designs at Yorebridge House are born from unique properties, villages, and even streets, which David and I have experienced and loved, or aspire to visit. There is a story behind every room. For example, the room named Carabeo takes its inspiration from a street in Southern Spain, that we have visited many times; we even became engaged in a beautiful hotel there. The room Rahmoune is influenced by a rustic, dilapidated village in Marrakech, which happens to have an amazing Riad hotel right at its heart. When we visited there we felt like we were in a complete world of our own.

### Do you see theming as a big trend for hospitality?

If so, why do you think that this is? I think it is important that venues have their own identity, and this is often achieved by some aspect of theming; from the very subtle to the splendidly over the top. Let's face it, variety is the spice of life and as hoteliers, I feel we have a responsibility to provide our guests an individual experience, wherever they stay - it would be boring otherwise! Having said that, I believe theming should be more of an undercurrent to the overall ambience of the establishment, rather than an extremely obvious one. In most venues if a theme is too blatant, then it can look theatrical and tacky. If a venue wants the theme to be THE brand of the hotel, then it needs to be carried out to an exceptional standard, by an experienced interior designer.

### What inspired you to take up the challenge of renovating and designing Yorebridge House?

Dave and I have always loved hotels and travel, and spent many years talking about our perfect hotel. Then, after our daughter was born in 2004, we decided to stop talking about it and just do it! We knew the building had to be perfect, so we spent the next two years looking for the ideal place. Our search started in the Yorkshire Dales, then took us to Italy and France, and then came full circle, back to the Dales, where we found Yorebridge House. However, the challenge was bigger than we had ever imagined as the building had never been used for hospitality before; it not only required major renovation, but we also had to build a customer base and reputation from the ground up. We were so confident and excited in the vision that we had for our hotel, that we knew we had to go for it, and it was a "living the dream" moment. We sold everything we owned to fund the project.

### Talk us through renovating the building and the challenges you faced? What would you advise anyone going through similar challenges?

Yorebridge House is a Grade II listed building in the Yorkshire Dales National Park, and we had to renovate every inch of the building to convert it into a hotel; working with the local planning authority to ensure we were protecting the fabric of the building and all its history at every juncture. We turned toilet blocks into bedrooms, offices into a bar, cellars into fridges, an unused attic space into a loft suite and much more. For the first few months we lived in the building itself with our two year old daughter, bathing her in one of the old office sinks and travelling home to parents' homes at the weekend for a shower! When the major work started, we moved out but spent every minute, of every day, of the next eighteen months up to our knees in renovation. The main challenge we faced was the fact that the recession hit the UK only three months after we started work, so to battle on and keep believing in our vision, when others painted a picture of doom and gloom, was really tough.

My advice to anyone embarking on a project similar to ours, would be that you really have to have a great passion for hospitality, as it is very hard work! However, if you love it, then it is one of the most rewarding journeys you will make. Dave and I still feel so thrilled and proud when we see our guests enjoying this place we have lovingly created.

In terms of the build itself, preparation is vital. Do your homework, plan your finances, have a clear and strong vision and always believe in your product.

### Talk us through how you came up with the idea of using the love story behind your relationship as a key theme and what made you want to base the venue on this?

It was never our intention to have a run of the mill hotel, and when we put together our business plan it just felt natural to create something that was inspired by all the best bits of places and things we had experienced ourselves. Our main ethos was always to create a hotel designed by the customer. Therefore, we reflected on our life and experiences together so far, and set out designing the perfect hotel that we ourselves would love to visit.

### How do you think this affects/adds to your offering and in your opinion how do you think this improves the guest experience?

We feel that one of the main appeals to a small boutique hotel is the personal service guests receive, and we believe that they enjoy learning about the building, the stories behind the creation of the hotel and also the wonderful stories and fascinating lifestyles of those who live and work in the Dales. Yorebridge House is part of our family and we believe that this is reflected in the ambience of the hotel and enjoyed by our customers.

We work closely with the team of staff at Yorebridge House, and they too share in the passion and ethos of the hotel - this encourages guests to chat to any of our team members, learning more about the hotel and its past, and its future. Dave and I are both very hands on in the hotel and we love to chat with our guests. We are always eager to perfect our offerings and speaking with customers and hearing their feedback is the greatest privilege.

### What advice would you give to those who are thinking about adding a theme to their establishment?

Make sure the theme is in keeping with the building and its surroundings, and that there is relevance to the service you intend to offer. Decide how much of the theme you intend to follow. It can be very easy to buy everything you see related to that theme and display it in the hotel - this will soon look garish and tacky. Personally, I prefer to be inspired by a theme rather than be lead by it. Most importantly of all, remember that the theme has to appeal to all of your target market - choosing a really specific theme that you may love, but only really appeals to a few, is a recipe for disaster!

### How often do you re-theme and redesign the rooms?

I continually update the rooms to keep them current in design and technology. The overall themes of the rooms do not alter, but the décor evolves with emerging and changing trends.

### Talk us through the process of picking a new design for a room that fits in line with your theme...

For me, my rooms are inspired by places, so my first thought process is to reflect on my memories of a visit, and I envisage the ambience I would like

to create. I consider the overall colour scheme and then begin sourcing from there. I like to be unique, so I never source my furniture from hotel contractors, but prefer to shop as if I were decorating my own home; which is why our individual bedroom furnishings are completely different to one another. Once I have the main colours, fabrics and furniture chosen, I then begin my favourite task of accessorising. This is where the subtle theming comes in. For example, I am currently making some changes to our Greenwich Loft Suite room and I have been sourcing cushions that look like abstract art and contemporary furniture with a retro twist. I have found some amazing artwork, which from a distance looks like pattern, but with closer inspection you can see that they are actually photos of gigantic apartment blocks. All these items link to the New York theme, but are more about interior design than theming.

### With each room a different style - how hard is it to stay on top of this? How do you balance styles and trends in the industry whilst keeping up with the theme of your establishment?

For me it is vital to keep the rooms looking current, so I will always adapt the room to how I feel it needs to look now and the theme will be my inspiration to the changes that I make. As my rooms are subtly themed it is easy for me to keep updating them, without losing the original inspiration behind the design. Actually, this keeps it fun for me too! It would be very easy to buy all the same furniture for all the rooms, but I love interior design and the fact that all my rooms are different gives me a great excuse to keep shopping!

### What do you think the key trends are for the next 12 months in interior design?

In boutique hotel interior design, it is always important to make a statement. When guests book a hotel they enjoy more daring décor than they would have at home, and future key trends will emerge through statement pieces. Personally, I love the contrast of contemporary colour schemes mixed with vintage and global authentic pieces. With the trend of grey colour palettes continuing, it is always important to inject comfort in the form of strong natural textures, such as rustic woods and fabulous faux furs, or introduce flashes of vibrant colour or pattern. Metallics are going to be popular too but it is important to just keep these to key pieces in a hotel room. Good lighting, as always, is a crucial element to any interior design scheme and the more aesthetically interesting the fittings, the better. Statement wallpaper in hotel design will continue to be successful and I particularly like wallpapers that trick the eye.



## Eco Style

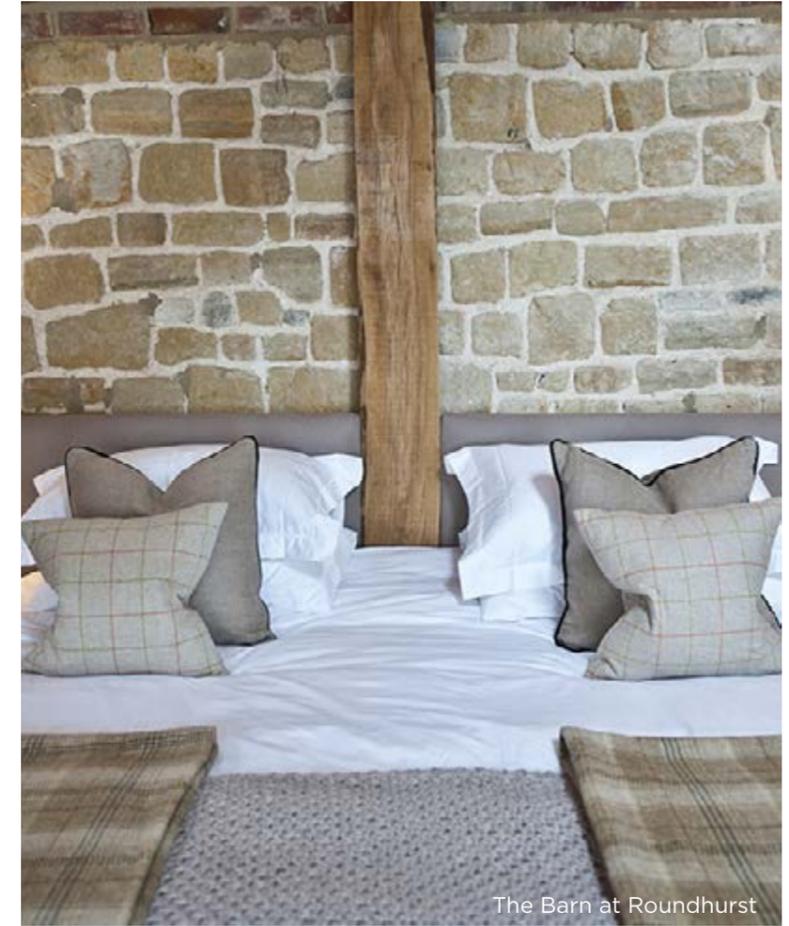
Wood is still enjoying its time in the interior design spotlight and doesn't look to be going anywhere soon.

From pale wood to reclaimed projects - everybody's going rustic.





Carbon



The Barn at Roundhurst

## Materials Revived

Other trending materials this year include marble, stone, metal, bronze and brick.

See how materials have been incorporated into these venues.



The Old Blind School



Madarin Hotel



Old Town Chambers



Calcot Manor



Balmule House

## New Opulence

This year we've seen a rise in opulent rooms which give guests a luxury feel. Using a crisp white colour base combined with trending colours such as blues, greys and light purples.



Zanzibar Hotel



Suna Interiors



Suna Interiors

Ett Hem



The Cottonwood Boutique



### Eclectic Chic

Taking inspiration from the world of fashion; this year saw mainstream hospitality interior design become clash happy. Think bold clashing patterns, fusion of materials and conflicting eras; mixing the old with the new.



The Soho Hotel



Studio Farrows



Cambium at Careys Manor



Forest Restaurant and Bar

## Bringing the Outside In

Become one with nature in 2016; think green plants, shrubbery, indoor waterfalls and.... cars? Wow your guests by bringing in a touch of the outside to the warm luxurious inside - this year it's a case of the more random, the better.

**Nature:** Nature has featured heavily indoors in 2015; from lush greenery to trees and twigs, nature is in.

**Quirky:** But if you want to leave a lasting impression on your guests, lets not stop there... it certainly didn't stop Studio Farrows [above].

## Walls, walls, walls

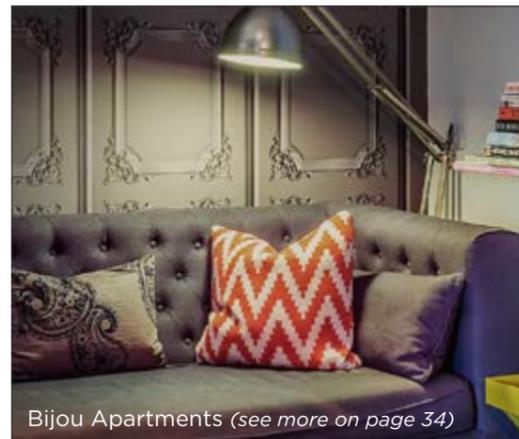
In 2016 paint is out, hoteliers are using walls as a way to bring in new textures and liven up otherwise dull rooms. Even small rooms can get away with bold statements, as we'll see later from Unique Chic Lets.

### Panelled walls

Panelled walls add texture to a room and make an otherwise flat wall stand out.



Number Thirty Eight



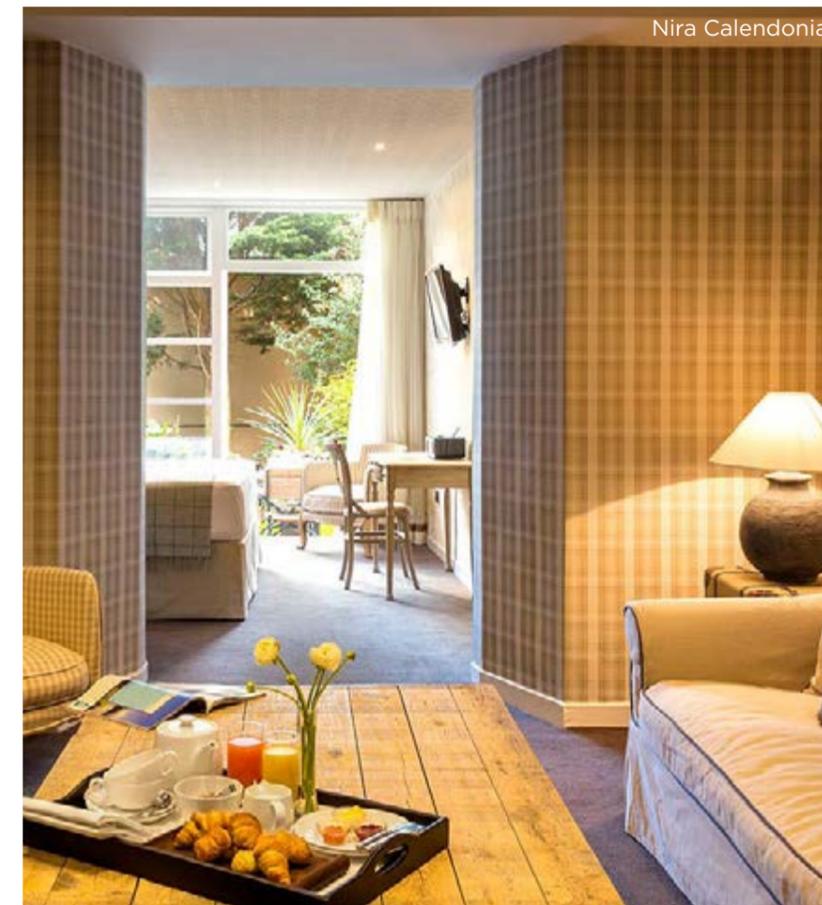
Bijou Apartments (see more on page 34)

## Wallpaper

For 2016 it's a case of the funkier the better as hoteliers opt for bold patterns to brighten up their guestrooms.



Breck Apartments



Nira Calendonia



Kings Head Hotel



The Pig at Combe House

## Inspiring Wall Art

With more boutique and independent hotels than ever before, all hoteliers know that competition is stiff. As a way to distinguish themselves many venues are looking to their wall art; sourcing local art and using eclectic mixes of frames and images.

If you're not daring enough to go for a bold patterned wall paper, wall art is a great way to add bursts of colour or show your creativity without being too full on.



Albion Hotel



The Old Surgery



Artist Residence



Maids Head

## Colours

2016 colour palette



Neutral colours, whites and beiges



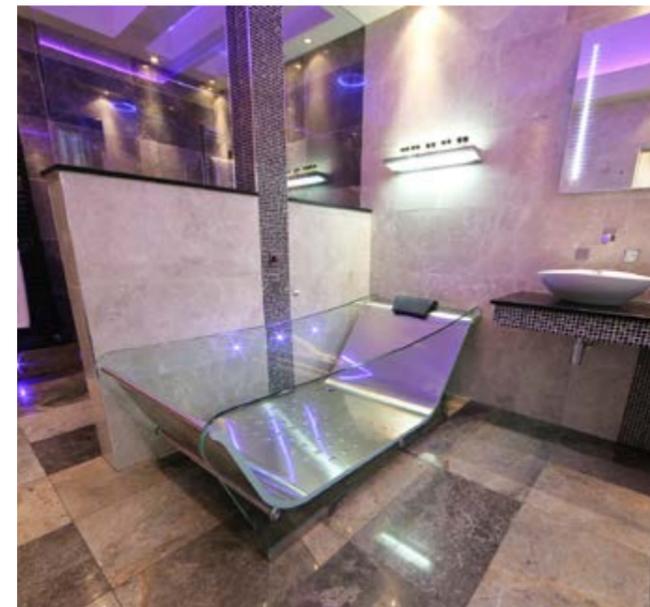
Rich purples



Greys and light greys

### Special Feature: Next Generation

Award winning hotel The Cranleigh Boutique takes hotel décor and lighting to the next level with bold and ultra modern bathrooms mixed with big, sturdy beds. Have we arrived in the future?



## Trend Alert: Unique Stylish Experiences

The trend for unusual properties for renovation projects has soared as owners look to offer unique experiences to guests.

A lot of hard work has gone into creating the most unusual and stylish experiences we see in this feature. From an old lighthouse to abandoned sea forts; anything can be achieved with a little imagination.

Warning; renovation projects like these do not come cheap!



### At the Chapel, Bruton

At the Chapel in Bruton is a bakery, wine shop, café, bar and restaurant. Housed in a 17th-century coaching inn on Bruton's charming high street, this renovated property also offers eight stylishly pared-down rooms complete with handmade furniture and stained-glass windows.

*Trip advisor rating: 4.5 out of 5*



### The Control Tower B&B, North Norfolk

Based on the former RAF North Creake Airfield, this renovated Second World War Control Tower was originally built in 1943 to control all 199 and 171 squadron take-off and landings. It's now a vegetarian bed and breakfast.

*Trip advisor rating: 5 out of 5*



### West Usk Lighthouse B&B, Newport

This renovated lighthouse was originally built in 1821 and has more than enjoyed its fair share of the media limelight, appearing on This Morning and The Hotel Inspector. Compared other lighthouses built around the same time, West Usk is fat and round rather than tall and slim - making it a cosy B&B and a perfect small wedding venue.

*Trip advisor rating: 4.5 out of 5*



### West Lexham Tree Houses

So-called luxury camping - or 'glamping' - West Lexham offers unusual but beautiful treehouse escapes for couples and small families. The treehouses come complete with a kitchen, hot showers and your very own barbecue. Ok so it's not technically a renovated property - but we just had to include it as an unusual and unique escape.

*Trip advisor rating: No score*



### Llancayo Windmill, Shropshire

Llancayo Windmill is a stunningly renovated self-catering holiday retreat that sleeps up to 12 guests. The mill was built in 1813 but was destroyed by a fire 17 years later and up until 2006 stood as ruin. It took seven years to gain planning permission before the work could begin and it was finally opened to the public in 2010. The rebuilding of the mill and adjoining cottage was completed using only locally sourced materials.

*Trip advisor rating: 5 out of 5*



### Malmaison, Oxford

This converted Victorian prison is now a stunning boutique hotel offering unique luxury accommodation within an old medieval castle. Sophisticated and stunning - the rooms are encased in old cell blocks - and it even has the original bars on the windows.

*Trip advisor rating: 4 out of 5*

## Most Unique Stylish Experience

### Solent Forts

Solent Forts comprises of a trio of renovated historic sea forts located off the coast of Portsmouth. Although not much to admire on the outside, these forts have trumped the list for most luxurious and unusual experiences, gaining the attention of the media and celebrities alike. From being Phillip Scofield's favourite family Christmas break, to Freddie Flintoff's famous fishing retreat - Solent Forts has pushed the boat out to become our most favourite renovated property, ever.

Originally there were four forts built but only three of them belong to holdings company, Amazing Venues; No Mans Fort, Spitbank Fort and Horsesand Fort. Spitbank Fort's Churchill Bedroom made the finals of our Most Stylish Guestroom category in this year's Style Awards.

#### Fort Flashback

Spitbank Fort was built in 1865, commissioned originally as a war fort to protect Britain from invasion. The smallest of the four forts commissioned at the time was Spitbank Fort, which would have had no heating, no electricity and it's

safe to say, would not have been a pleasant experience for the soldiers stationed here. Many would have had to sleep in hammocks suspended from the roof of the fort, of which the original hooks are still visible to this day.

The main structure of the fort still stands proud 150 years later; with the original markings and ridges of the canons and the same white brick walls which would have helped lighten up an otherwise gloomy experience. Amazing Venues, owned by former Dreams bed company founder, Mike Clare, bought the fort to turn into a luxury hotel experience in 2011.

#### All part of the experience...

The fort perfectly recreates history with a sense of luxury, the soldiers stationed here more than a century ago would hardly believe how the fort stands today. The venue is even a popular for couples seeking unique and unusual wedding experiences. Booking a night's stay at the venue includes all your meals, a personal history tour of the fort, a luxurious night's sleep and fantastic views of

the English Channel. Guests are free to explore the fort in their spare time; from mingling with other guests in the hotel bar or hot tub, to sneaking away into one of the fort's many old school games rooms. Spitbank Fort also has an old early 20th century gym, wash room, comms room and kitchen to be explored.

The fort has successfully held onto its rich history as a military base, with lots of artefacts to take you back in time; from gas masks, to old war missiles and sirens, to war time newspapers and books. Despite there being only eight rooms, there is lots to be discovered and something hidden in every single corner.

The booking also includes the boat to and from the fort as well as coffee and pastries before boarding.

Solent Forts shows how offering guests an experience rather than just a room is critical in standing out from the crowd.

**Trip Advisor rating: 4.5 out of 5**



## Winner's Feature

### Unique Chic Lets

#### Bijou Edinburgh Apartments

#### Winner of Most Stylish Guestroom Hilden Style Awards 2015

Unique Chic Lets offers quirky, self catering apartments based in Edinburgh with excellent views of the city. In total the company owns three Edinburgh based apartments with its Bijou bedroom taking top spot in this year's Stylish Guestroom category.

The Bijou apartment is nestled in prime location at the foot of Edinburgh Castle. The local area is rich in Scottish history, situated on the exact spot that the infamous grave robbers Burke and Hare lived in the early 19th century. Freshly renovated and bursting with personality, the Bijou apartment shows that size shouldn't matter when it comes to spectacular and creative design.

**Judges' Comments:** "This really epitomises the owner's personality and quirky sense of style. The apartments are very small which you'd expect for such a prime location but it goes to prove that size doesn't have to hamper style. It is much harder to style small spaces than large open rooms so we must show appreciation of how the space has been used. Fabulous."



## Winner's Interview

### Unique Chic Lets

With Alexis Sanghera

#### What is the story behind the Unique Chic Lets apartments and how did you get into the hospitality market?

Unique Chic Lets really came about by accident! I had an interior design business (The Couture Rooms) and was getting frustrated creating beautiful spaces for other people and wanted my own project, to be my own client. I bought my first property in 2011, it was the basement of a shop that didn't even have water or electricity! With a vision (that nobody else could see) and working with my husband and son we gave ourselves six months to turn it into a fabulous two bedroom rental property. We did most of the work ourselves and exhausted, one year later, it was complete. It's close to Edinburgh University so our original plan was to rent it to students. On completion however I didn't want to hand the keys over to messy students having endless parties so we started thinking of other options. Due to it's location in the city centre, self catering holiday lets seemed like the logical way to go so we gave it a try. With no experience of the industry I had no idea what to expect but as a keen traveller I did know what I like to find when renting on holiday. Within six months the apartment was doing really well. Guests were absolutely loving it and I was really enjoying every aspect of the job as host.

#### How did you come up with /what inspired the design of your winning Bijou apartment?

All three apartments are in Edinburgh's Old Town so designing eclectic and interesting spaces is the natural way to go. Our Bijou Apartment is built on the spot where the infamous grave robbers Burke & Hare lived back in 1828. They supplied bodies to the Royal College of Surgeons who, at the time, were

pioneering anatomy and needed bodies to experiment on. It's all rather gruesome but an undeniable part of the Old Town's history so I wanted the apartment to give a nod to that. The white tiled wall in the kitchen is reminiscent of a medical lab and the teak worktops were reclaimed from an old school science lab, as was the parquet floor. The rest of the apartment represents the diversity of Edinburgh as a city.

#### What challenges did you come up with when styling the guestroom / apartment? What advice would you give other venues coming across the same challenges?

Size was the biggest challenge in the apartment. At only 34m2 it was always going to be difficult to make it feel spacious. I decided to treat it like a hotel suite and open it up as much as I could whilst still creating very defined zones. The bedroom itself is small but with dark walls and ceiling it doesn't feel small, it's more like a cosy hug when you go to bed! My best advice when dealing with small spaces is not to be scared of using dark colours. Painting a small space white may make it feel a bit brighter but it's not going to add floor space, better to look at what you have and decide what's going to make it feel welcoming. Oh, and don't forget plants. Big lush green plants can instantly give a space life and energy. If you don't have enough light for plants then there are lots of incredibly realistic artificial plants available, just don't let them get dusty, it's a dead giveaway!

#### What key trends do you think are emerging/going to emerge over the next 12 months?

Symmetry is out! Chain hotels in particular are guilty of this, matching lamps, matching bedside tables,

chairs by the window, it's all very formulaic. Things don't have to match in a room. If the thought makes you nervous then play it safe by keeping the shapes or colours similar but don't be scared to experiment. In Our Castle View Apartment I have a Charles II armchair (circa 1660) sitting opposite a Harry Bertoia Diamond Chair (circa 1952) and they look fantastic together! Over the coming year I think we are going to see more and more creativity in interiors. Scandinavian design with its soft pastel colours and geometric shapes brought to life with metallics in copper and gold have influenced interiors this year, it looks like that trend is here to stay.

#### What do you think sets your venue apart from others?

I believe attention to detail sets us apart. I love to make people smile with design so I like to add little touches that may not even be noticed by guests until their 2nd or 3rd day in the apartment. Also, since the rise of sites like Airbnb the term "Live Like a Local" has become very popular. Doing what you can to help guest feel immersed in the local area is important. These days I don't believe guests are just interested in visiting the local tourist hotspots, instead they want to know where the locals like to shop, eat & party!

#### Do you have any advice for any establishments wanting to enter the Style Awards in 2016?

My advice for next year's Style Award hopefuls would be to show creativity in your design. When guests first walk into your establishment they should feel like they've arrived somewhere special, the same goes for the Hilden judges!



## Hot Guestroom Styles

### Rethinking Guestroom Dynamics

This year has seen a huge shift in guestroom dynamics; no longer is the traditional bed and desk combo adequate enough to appeal to guests. In a competitive market, hotels are looking to ways they can offer more memorable experiences.

Boutique hotels have always tried to break away from this traditional room offering, most have recreated the bedroom/bathroom space by blurring the boundaries between these two rooms. This year symmetry is also out as interior designers attempt to create unusual spaces with more flexibility for design.



Paddocks House



Artist Residence

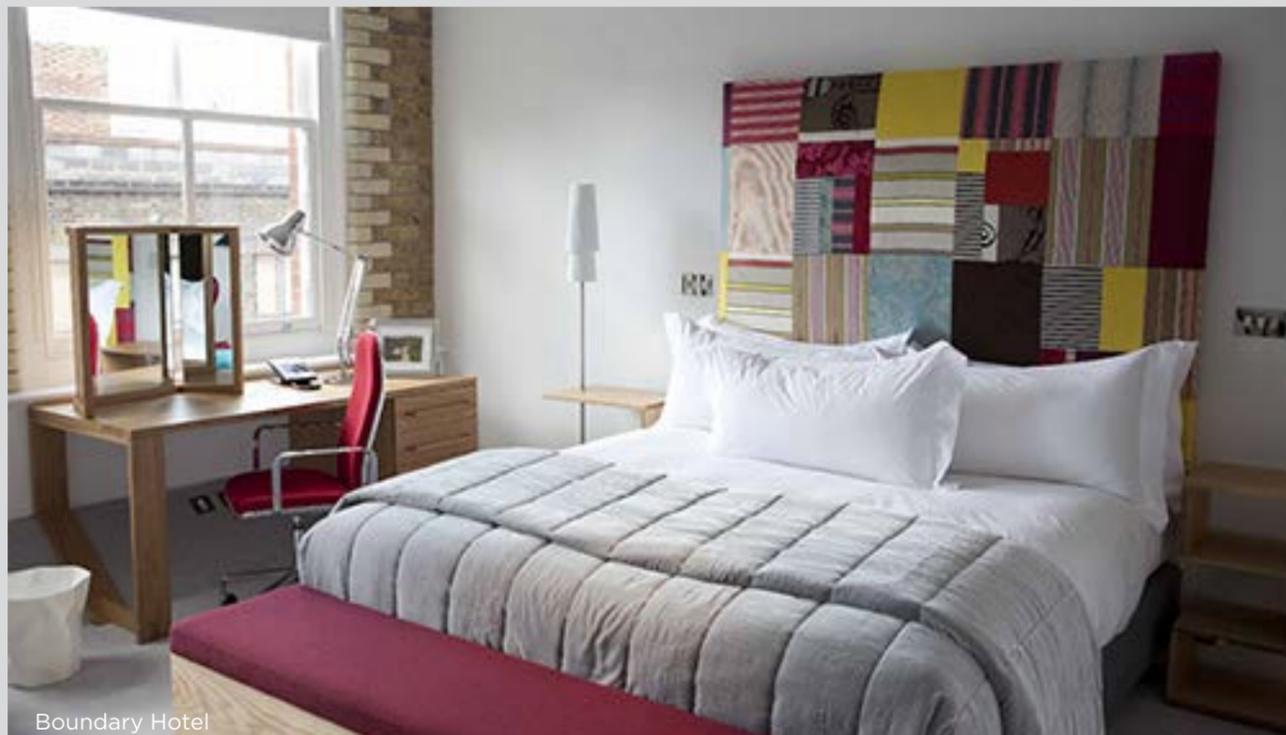


Brimstone Hotel

## Hot Guestroom Styles

### Feature Headboards

Another way hotels are attempting to stand out from the crowd is by incorporating eye-catching headboards that steal the show. This is an easy way to add a bold statement without having to fork out for a complete design renovation. Headboards that are oversized and built into the wall are gaining traction this year as an easy way to refresh the look of a room at little expense.



## Hot Guestroom Styles

### Luxurious Bedding

This year hoteliers have invested more into bedding and linen than usual as they look to appeal to the guest's senses with big, comfy beds. Many establishments now see dressing the bed as one of the most popular ways to communicate the standards of their hotel to the guest. Therefore there has been a rise in requests for more luxurious linen (300 thread count and above) as establishments shun economical options for high quality products

Everyone remembers a good night's sleep and you will find a good indicator of whether your bedding and bed linen is working for you if you regularly have guests asking where you purchased it from!



### Pillows and More Pillows ▲

The amount of pillows placed on the guest bed also seems to be a focus for many establishments as hoteliers have now increased this to an average of five pillows, with some venues even opting for seven. Many establishments are also incorporating pillow menus as a way to impress the guest; offering the guest a range of synthetic and natural pillows to ensure they are as comfy as possible.



### White as a base ▲

Whilst white is still the most popular colour for bed linen, many hotels are adding splashes of colour with throws or pillows, especially boutique and pop up hotels which are trying to distinguish themselves from the popular chains. Jacquard bed linen is also proving popular with hotels (intricate patterns on white linen) as a way to keep the cleanliness and crispness associated with white linen, however allows them to create a more unique identity.



### Bespoke linen ▲

This year has also seen many establishments requesting bespoke bed linen with the logo of their hotel embroidered into the pillow cases, towels or bathrobes. Whilst this used to only be synonymous with luxury and large chain hotels, many boutique and independent establishments are looking to communicate a similar luxury experience as the larger groups and create their own identities. associated with white linen, however allows them to distinguish themselves again from other venues. are as comfy as possible.

# Winner's Feature

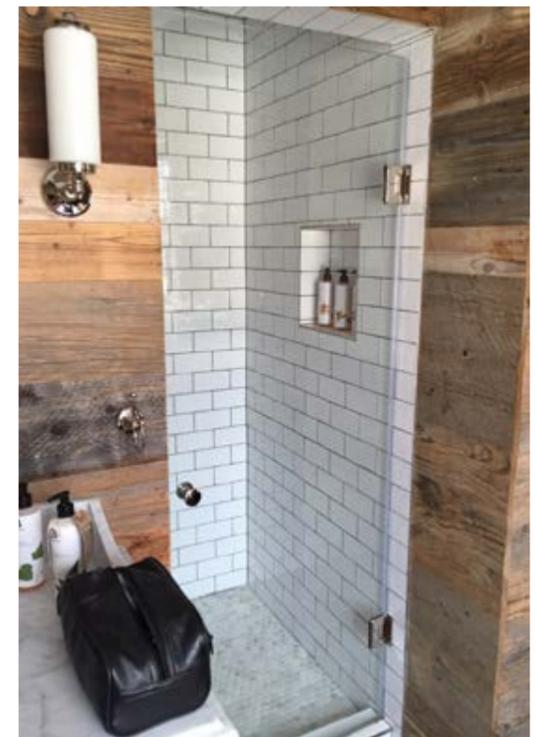
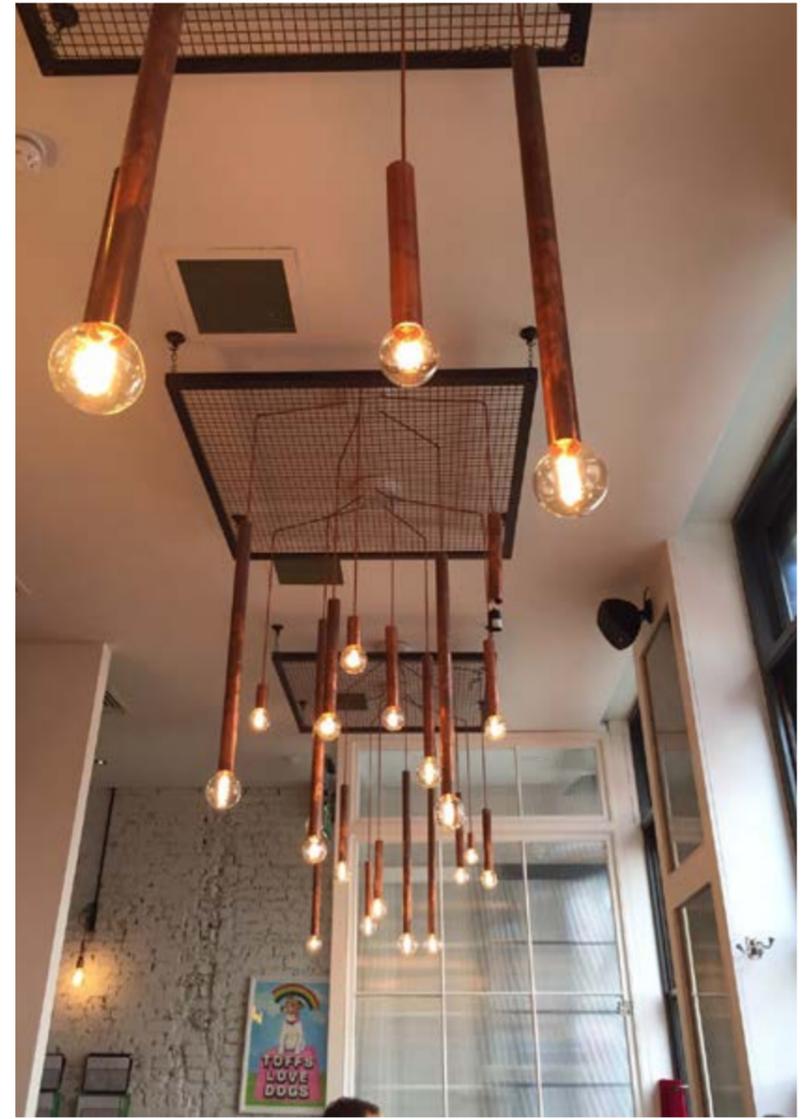
## Artist Residence, London

Winner of Most Stylish Bathroom  
Hilden Style Awards 2015

The winner of 2015's Most Stylish Bathroom was Artist Residence, located in Pimlico, London. Artist Residence is a small chain of boutique, quirky hotels with other hotels located in Brighton and Cornwall.

The hotel and café is located in a trendy London townhouse next to the affluent borough of Chelsea and only a short walk from Victoria station. Each room and bathroom is individually styled and the café is often bursting to the brim. The menu is perfectly on trend with gluten and dairy free alternatives and offers a great retreat for the health conscious looking for freshly cooked food.

**Judges' comments:** "Of all the finalists this is something we haven't seen before, completely unique and gives you a sense of a remote log cabin in the middle of a city. Love what they have done with the space."



## Winner's Interview Artist Residence

With Charlie Newey

### What is the story behind the Artist Residence chain of hotels and what inspired the design/trends that we see?

We started out eight years ago in Brighton. At the time the building was a very run down guesthouse and we had no funding. My partner and now husband Justin came up with the idea of inviting artists to decorate the rooms in return for board and lodging. Art has always been a huge feature of our hotels (we also have one in Penzance). We love rustic design, mixed in with industrial or vintage furniture and limited edition prints or quirky pieces of art.

### All the styles and even the rooms are so different, how do you keep on top of current trends and ensure that all your venues are on style at all times?

We love Pinterest for design inspiration. Trends are something we are aware of but we don't follow too tightly as sometimes the design may look too contrived and go out of fashion too quickly. We prefer to keep the design quite loose, picking up pieces of furniture, lighting and art work when we find something that we love... we always find a home for it!

### What challenges did you come up with when styling / designing the hotels, if any? What advice would you give other venues coming across the same challenges?

Beware of lead times! Sometimes this can be months so try to pre-plan as much as possible and keep a schedule. For us sourcing great pieces of furniture and reclaimed materials is key to our design. You may have something in mind that you really want and just can't find though so try to be flexible. It is also really important that you plan thoroughly where you want the furniture to go in the room. Don't underestimate the details such as having the plug sockets in all the right places! It is important that the rooms not only look great but are also comfortable and function at the same time.

### What do you think it was about your bathroom that inspired our judges and made you this year's winner?

We would like to think that the design is really original. It mixes a rustic design with luxury. We love the juxtaposition of the reclaimed wood cladding with the 1930s art deco bath, marble sink and silver nickel fittings.

### How did you come up with the design for the bathroom?

I think it was a combination of putting things together that we loved! We never really 'designed' it... it just kind of came together. We have always loved wood cladding and it matched the antler chandelier in the bedroom to give a chalet style feel. The sink we designed bespoke and the bath we fell in love with!

### What advice do you have for other hospitality establishments looking to renovate their bathroom spaces over the coming year?

Bathrooms don't need to be boring and don't neglect them! A bathroom can really make a room. Even if you have a small bathroom a clever use of space and thoughtful aesthetic will be really appreciated by the guest. In large bathrooms a bath tub and separate shower will really add that extra touch of luxury.

### Do you think that bathrooms are a key focus for hospitality venues at the moment?

I think bathrooms are being recognised as more and more important within hospitality venues.

### What do you think sets your venue(s) apart from others?

We have always aimed for our venues to have a homely charm to them, with really comfy beds, great showers and quirky design and lots of art!

### Do you have any advice for any establishments wanting to enter the Style Awards in 2016?

Make your design original!



# Hot Bathroom Styles

## Room with a View

There is nothing better than relaxing in a nice hot bubble bath, apart from if this hot bubble bath also happens to offer spectacular views. Bathrooms have become an increasing focal point over the last few years, with many hoteliers and establishments now looking to how they can offer guests an even more tranquil experience - from views of the countryside to looking out onto a bustling city, bathrooms with a view are a must have if your location is your unique selling point.



Shangri-La Hotel



Yorebridge House

View from Yorebridge House



Foxhill Manor



Chateau Rhianfa

## Hot Bathroom Styles

### All about that Space

Bathrooms used to be an after thought in hotel room renovation, often a small boxed room with little wow factor. However, now hoteliers and even restaurants are starting to think of ways to open up this room and offer more features to the guest. This means bigger bathrooms with a lot of space.



# Hot Bathroom Styles

## Spa Style

Bathrooms are no longer seen as just rooms for washing and drying but as additional space to maximise the guest experience. Bathrooms have not only increased in size, but have also now started to incorporate popular spa features in order to offer the ultimate in relaxation and luxury. This includes features like waterfall showers, generous sized bath tubs, dual sinks and oversized towels and robes.

The Scarlet Hotel



Gidleigh Park



Pennyhill Park



Mount Pleasant Hotel

## Going Antique; Talking Bathrooms Trends with Catchpole & Rye

Most accommodation providers admit to refurbishing their bathrooms every seven to eight years, but recent trends suggest that bathrooms are now enjoying their time in the renovation spotlight. It's official; bathrooms are in. We talk to Roisin Connolly from Kent-based Catchpole & Rye about how you can be innovative with bathroom style, whilst also incorporating the current trend for antiques.

### Talk us through the inception & philosophy of Catchpole & Rye?

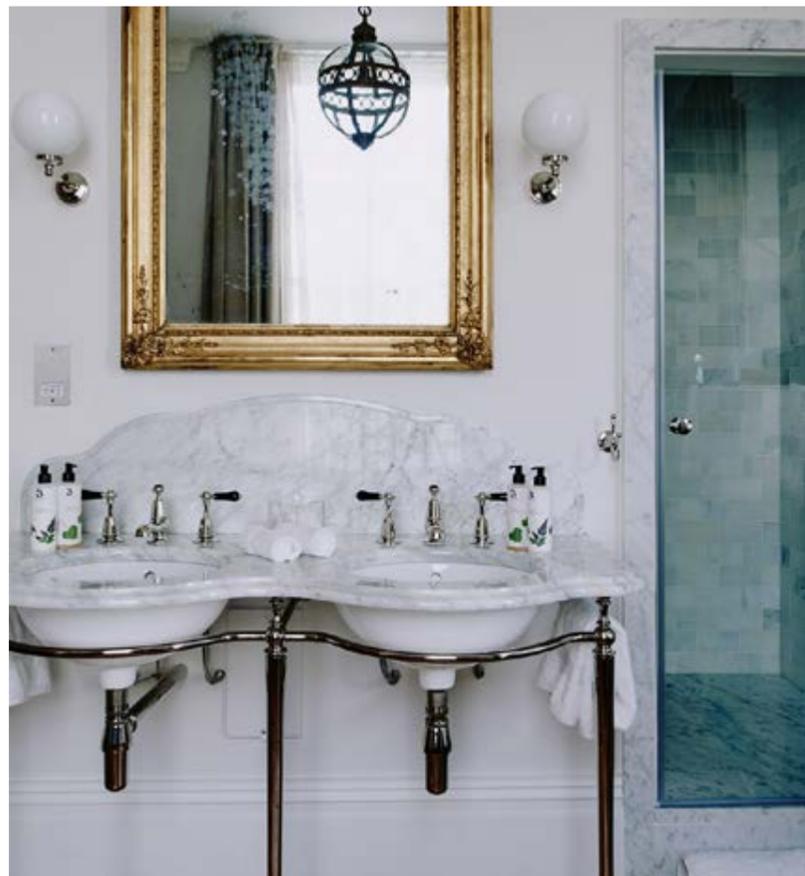
Our story commenced many years ago when a passion to restore and maintain antique baths and sanitary ware was born. The desire to preserve the beauty of these exquisite antiques led us to make original copies, staying true to the methods used from times past. Today, a vast collection of timeless bathroom pieces are on offer as are the values of unique craftsmanship and British manufacturing. We are committed to offering a genuine and personalised service for our clients, whether this is in the form of an intricate design on a cistern or a bespoke family crest on a free standing bath; our attention to detail and the service that we provide is unparalleled.

### Is the bathroom an area hospitality establishments are increasingly focusing on, and if so why?

In 2015, we worked closely with boutique hotels, restaurants and fashion brands who are increasingly competing when it comes to creating trendy and innovative spaces. In the past, the bathroom often became the after thought of a project, however we can see that this is rapidly changing. Today, designers are looking to make each room as luxurious as the next and the bathroom has become the focal point for this new design trend. Interior designers have become increasingly experimental with their designs and we have seen a rise in the demand for one off, bespoke pieces like our customised free standing baths, which are now being introduced into schemes to act as a piece of art-exuding the 'wow' factor.

### What do you see as the key trends over the next 12 months for hospitality bathroom design?

Opt for more classical pieces to act as a centre piece in the bathroom. Traditional products like a free standing bath or a high level cistern create a timeless look and introducing this type



of product ensures longevity in the bathroom design. This, combined with a contemporary backdrop will give the room a luxurious look and a stylish finish. To maximise a smaller space opt for Wall Mounted Taps and a Concealed Thermostatic Shower. The clean lines in the design will maximise the space and the traditional features like the crackled ceramic levers will add an element of the classical giving the space a sense of opulence.

### What challenges do you think venues may face in this arena? And how can they overcome these?

In 2015, there was a huge demand for polished finishes such as copper, nickel and brass. Moving into 2016, we have already experienced an increased demand for our new collection of matte and distressed finishes including our free standing baths and cisterns which are now available with charcoal, metallic, brushed nickel and antiqued copper exteriors. In the hospitality sector, we expect to see new design innovations that fuse both traditional and modern styles with the introduction of unique pieces combined with vibrant asymmetric tiles and on edgy industrial backdrops.

### What advice do you have for establishments which are looking to refurb/renovate their bathrooms over the next 12 months?

It can be challenging to keep up to date and to adapt to the ever changing trends in bathroom design. Opt for traditional pieces like a classical marble washstand, this will create a timeless look ensuring longevity in the design.

### Lastly, talk us through some of your favourite projects over the last 12 months and how this catered to the clients' needs and current trends:

In 2015, our project highlight was our work at The Artist Residence. We were privileged to work on this trendy London-based 10 bedroom residence in the quiet neighbourhood of Pimlico. The project required luxury bathroom pieces that would blend in to the hotels rustic-luxe interior and we were able to work alongside some creative designers to achieve the projects unique look.

We were also privileged to be chosen as the exclusive bathroom designer for this 7-luxury beach property in Sydney's Palm Beach. The interior architecture embraces the influences of Italian design and Australian lifestyle combined. We worked on all the bathrooms and en suites together with a white painted Saracen bath in one of the bedrooms, overlooking the property's own private jetty and boathouse.

### Trending Materials: Brass & Matte

Chrome is still trending in bathroom materials but this year has also seen an influx in brass, gold, marble and matte as well as antique style bath tubs that steal the show.



Catchpole and Rye



The Wheatsheaf Inn



Catchpole and Rye



Barnsley House



Mount Pleasant



## Winner's Feature

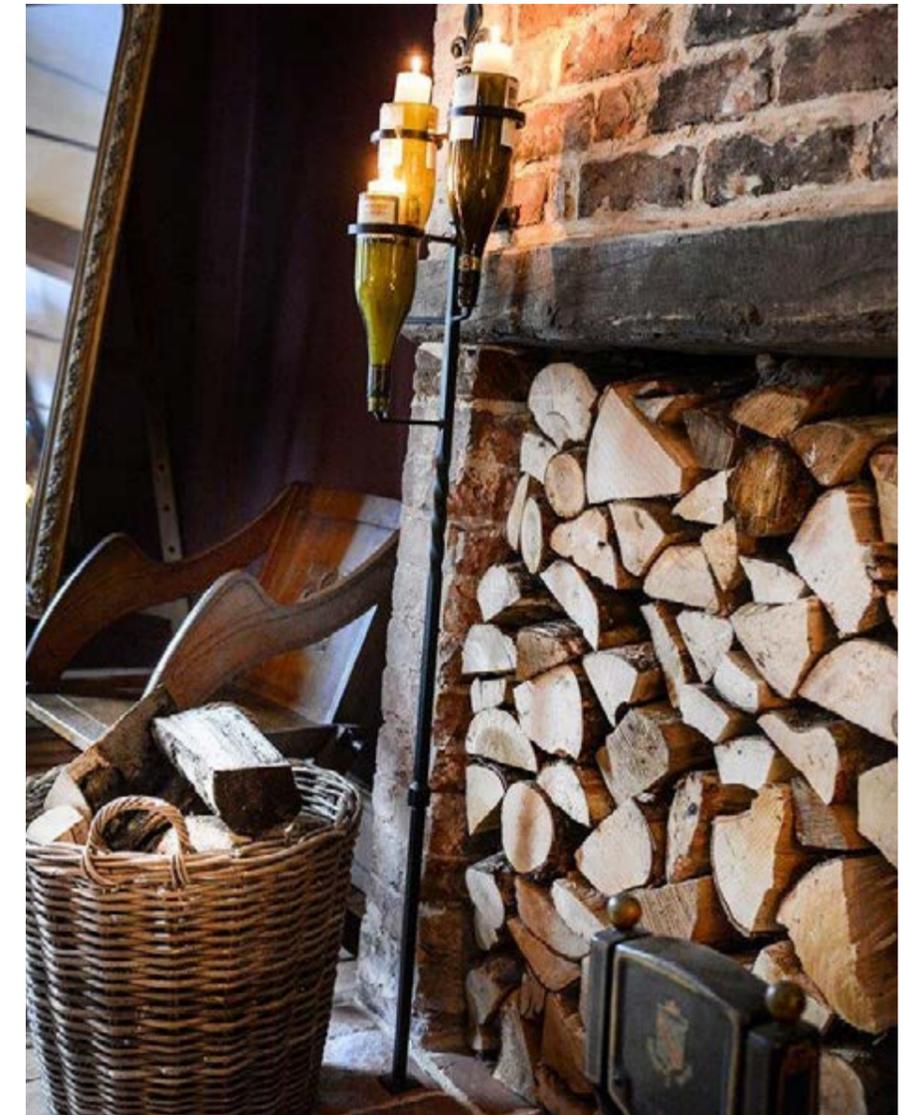
### The Church Inn, Mobberley

Winner of Most Stylish Dining  
Hilden Style Awards 2015

The Church Inn is a pub and dining establishment based just outside the village of Knutsford, Cheshire. The pub is located opposite an old Church on a quaint country lane and can be dated back to the 18th Century. It opened in 2013 after being acquired and renovated by its current owners, Tim Bird and Mary McLaughlin, who also own two other properties in the area.

The winning room in this beautiful and rustic venue is the George Mallory private dining area. This room is dominated by a large wooden table to accommodate for private parties and wine tasting events - the beverage of choice for this local. The room is named in tribute to George Mallory, a local villager and son of an old Church priest. George died climbing mount Everest in 1924 and his story is perfectly told via newspaper clippings and artefacts on show throughout the venue.

**Judges' comments:** "The attention to detail is on another level, no corner is left uncovered and they have captured the essence of a historic venue perfectly. The sheer effort that has gone into creating a unique, country dining experience is fantastic. When can we eat here?"



## Winner's Interview

### The Church Inn

With Tim Bird

#### What is the story behind the Church Inn and why did this particular building catch your eye originally?

Like many pubs these days the Church Inn had fallen upon very hard times, despite its lovely position opposite St. Wilfrid's Church in the picturesque village of Mobberley in Cheshire. The pub was owned latterly by Punch Taverns and many lessees had failed to make the pub work. Punch closed the pub and put it up for sale back in 2012. Enter industry veterans Tim Bird and Mary McLaughlin who own the award winning Bulls Head also in the village of Mobberley. They purchased the freehold of the pub from Punch Taverns and set about the restoration of this pretty pub. The building catches the eye on a number of counts, its position opposite the Church, its rural position within the village with farmer's fields to the rear and the potential for terraces and gardens to the side and back of the pub. Although very tired the pub had great charm externally and just needed a little love and care.

#### Talk us through the renovation work you completed and how this led to the design we see today?

The Church Inn is a grade II listed public house, so one really has to work with the historic shell of the building. The exterior was already charming it simply needed authentic signage and redecoration. The inside needed a lot of work. The interior is stripped back to the bare bones to hopefully uncover some historic treasures such as fire places and old walls. The design had to fit the heritage of a pub from 1715 and while retaining the old dining rooms on the ground floor openings were widened to ensure the bar could be seen from most parts of those dining rooms. We didn't move the bar but ensured it reflected its heritage as an old country tavern.

#### What or who inspired the design and trends that we see in the pub currently?

We create pubs with our design and build team that are individual in their own right reflecting their heritage and ensuring they become little institutions for people to enjoy for many a year. The pub itself inspired us in how it needed to be treated and all our experience as a team came together to ensure the design doesn't ever date at all. Also we continue every week to add more and more points of local interest within the pub so over time there is an eclectic mix of wonderful and relevant talking points.

#### What challenges did you come up against when renovating / styling the property? What advice would you give to others who may face the same challenges?

Make sure you have enough money..... if the scheme takes longer than you first thought and then costs end up more than you at first thought you have to find extra cash flow. It is always the same when you take over any closed down or low volume pub that has belonged to one of the big pub property companies such as Punch...when you begin to put the building under pressure a lot of things can go wrong, such as boilers, drainage, gas pressures, electricity and central heating. Also you may think you will find something charming under plaster but it doesn't always work that way! So allow for these consequences otherwise you will have a pretty pub with no heat and blocked drains! Getting full drain surveys is imperative as part of any restoration. However when you do uncover a 'jewel' make sure you include it in the final pub finish. For example we found an old horse hair and lime plaster wall under wood chip wallpaper in our private dining room so we have retained it as a major feature.

#### The judges comments included that they liked the fact you had left 'no corner uncovered' – did you find it difficult to come up with fresh ideas for every room/space in the pub?

No not really....the 'fresh' ideas have to keep coming well beyond the day you open and you have to be brave on changing things if you think they aren't right. We intended to add four guest bedrooms and in the end we didn't think they would work so we waited, thought about things and then added two private dining rooms instead. A lot of points of interest have been added to the Church Inn since we opened as we find relevant artefacts or are given historical items. All the pictures and cuttings relating to George Mallory were given to us by a local gentlemen to have copied and framed to honour George Mallory within our private dining room. **What do you think it was about your venue that inspired our judges and made you this year's winner?**

I think it has to be the attention to detail and care we have all put in to ensuring an exceptionally comforting dining environment for our guests.

#### What do you think sets your venue apart from others?

The pub is truly cared for with longevity at the heart of the original restoration but critically our people and the quality of our food and drink all have to work exceptionally and consistently.

#### Do you have any advice for any establishments wanting to enter the Style Awards in 2016?

Yes, find something within your establishment that's wonderfully original and you are very proud of and take a great photo of it, make sure the photo does it justice and then send it in....you never know it may just lead to you becoming a winner!



## Hot Dining Styles

### All Day Dining

In 2015 and long into 2016 restaurants will be attempting to capitalise on the rise of people eating out by offering all day dining; staying open to cater for diners at all times of the day from breakfast right up until the evening meal.

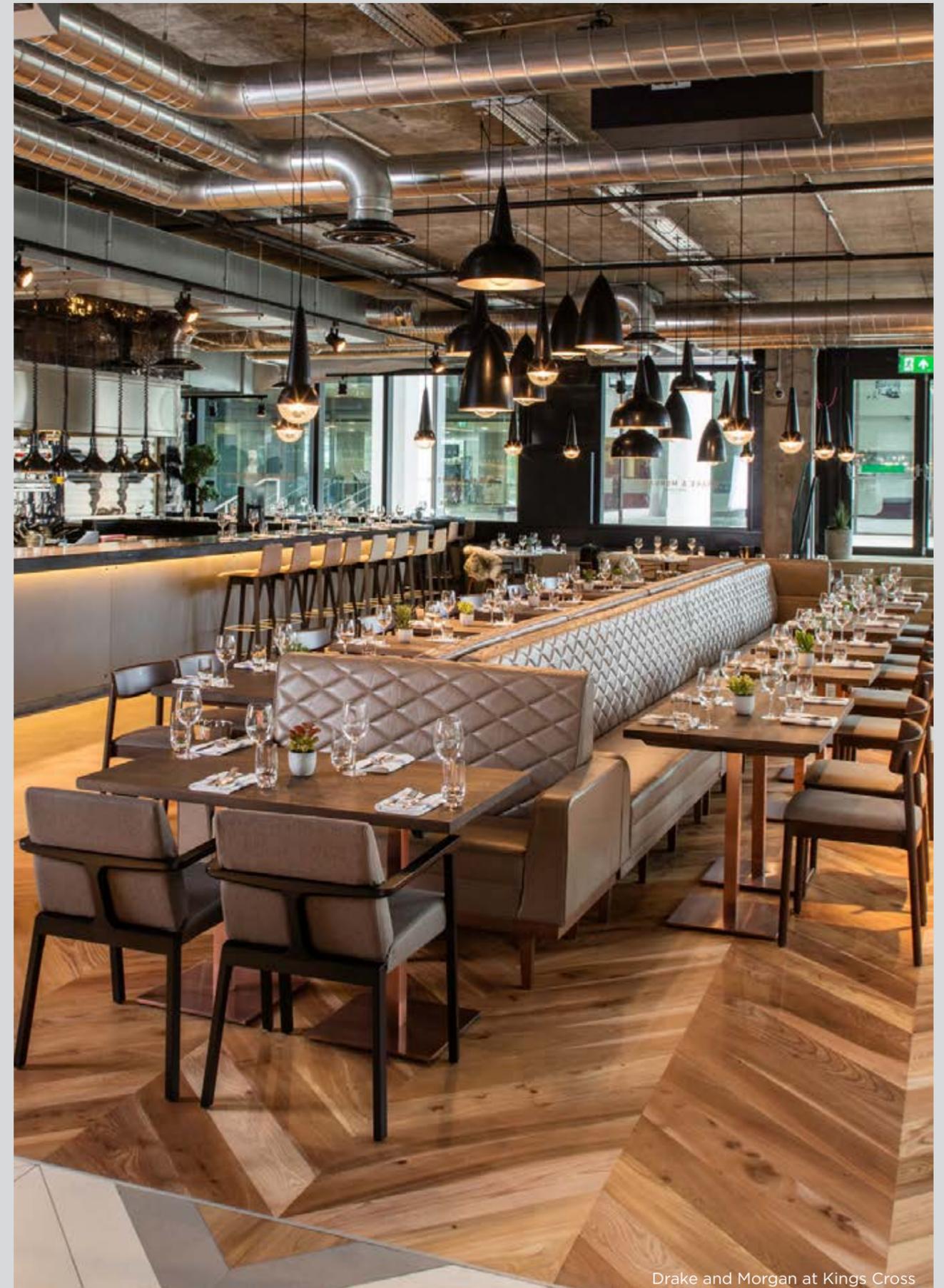
Creating venues that can be perfect for morning coffee yet can also double as a fancy evening eatery has left most owners and designers scratching their heads in 2015, but there are lots of establishments perfectly showcasing this new trend. Things to consider are; adjusting table settings, using clever lighting and incorporating softer colours or furnishings. Skilfully bringing in darker colours, such as black, can also help with the transition of day to night.



Dishoom



Art School Restaurant



Drake and Morgan at Kings Cross

## Hot Dining Styles

### Café Culture

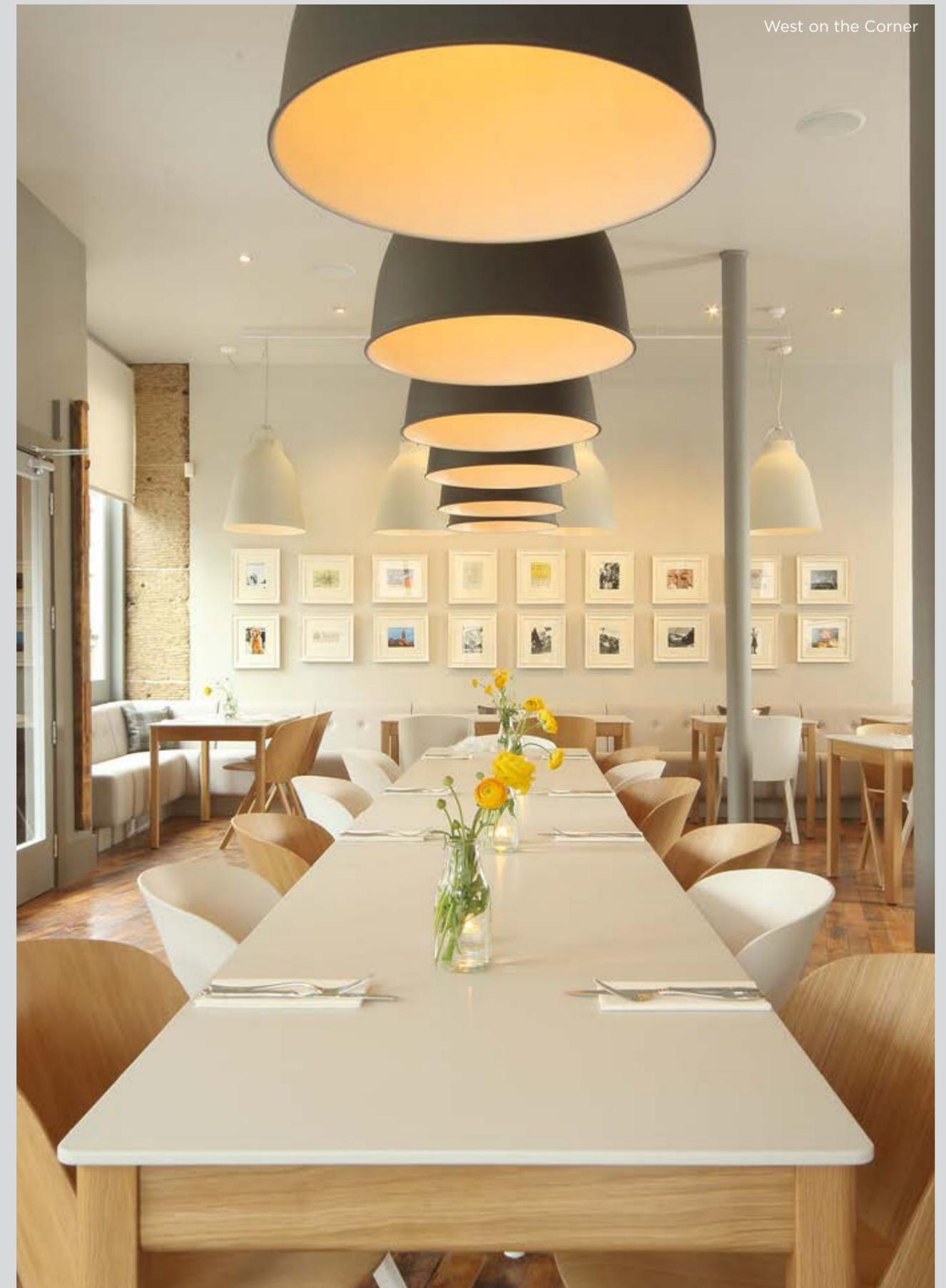
Still trending and on the rise is the diner's preference for relaxed dining experiences. As the popularity of afternoon tea continues to increase, lots of venues are attempting to create a tranquil, café style experience that caters for those who want to grab a quick bite, sandwich or coffee. These relaxed café style designs can then be taken to the evening where again, the focus is on quick and tasty food rather than multiple course menus.



Artist Residence



Coba

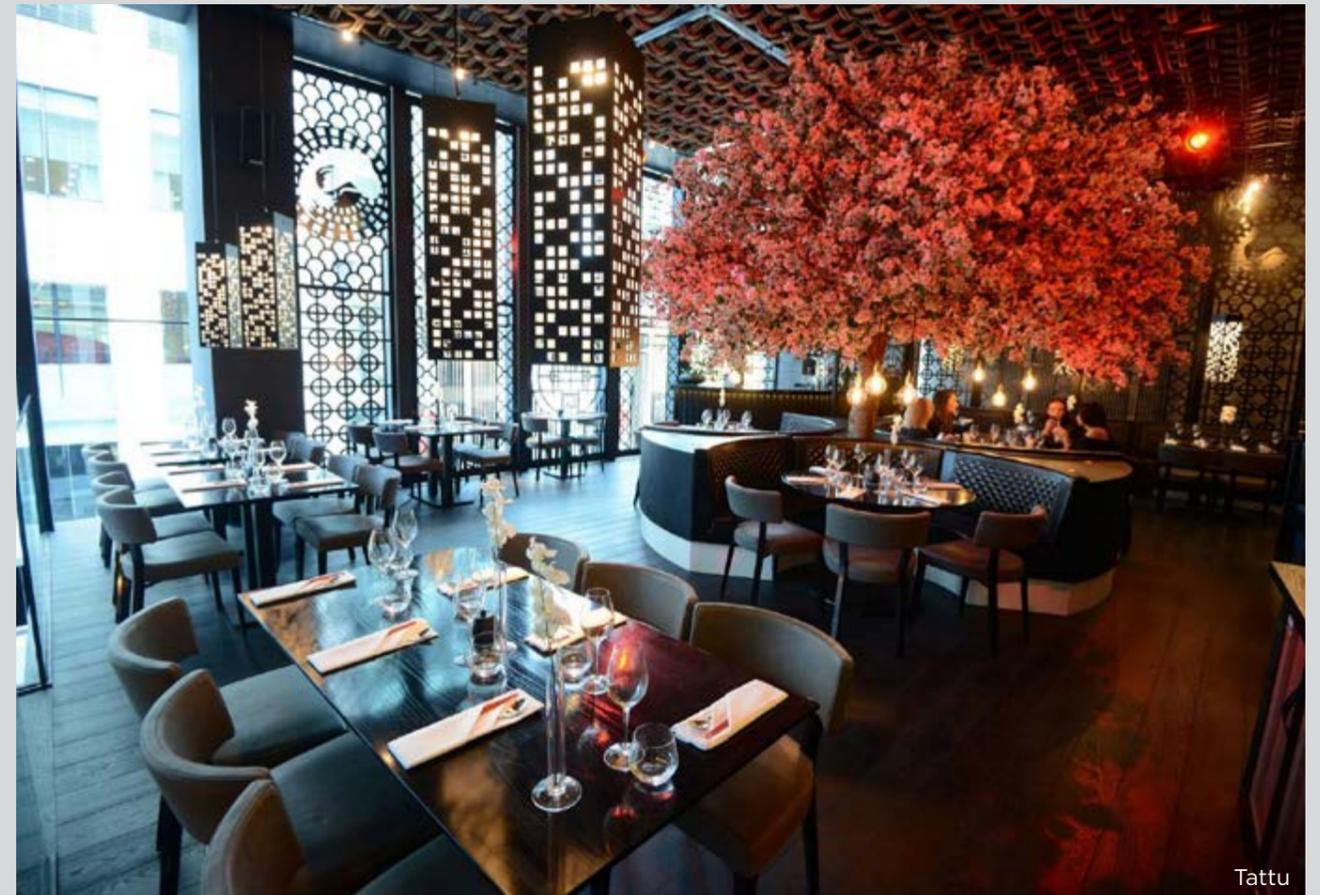


West on the Corner

## Hot Dining Styles

### Nude Tables

Table cloths continue to be missing from new and emerging restaurants' table tops this year, however many are still using linen napkins to set the tone of their establishment. The theory goes that the higher quality the napkin, the more you can charge for a meal...



## Hot Dining Styles

### Feature kitchens

Open kitchens have been trending for many years however now restaurateurs are focusing on how they can add to the dining experience with the design and layout of their open cooking spaces. For example, North-West based hotel, Northcote, offers a cookery school experience enclosed within their kitchen, with large glass doors so that diners are able to see the chefs at work as they learn.



## Luxury Style

In this year's Style Guide we've spoken a lot about the increasing trend for luxury as establishments look to find new ways to pamper guests and make them feel special. Guest expectations are higher than ever, so offering luxurious and memorable experiences are at the heart of many new venues. But how do we define 'luxury' and how can you incorporate this into your establishment?

To find out, we spoke to Marc Wynne, International Sales Director for global luxury linen supplier [Liddell](#). As a company that has supplied such companies and vessels as the RMS Titanic, the Burj Al Arab, the Atlantis Palm and The Dorchester, Marc knows more than a thing or two about luxury hospitality style.

### **Marc, do you think there has been an increase in 'luxury' style this year?**

Almost certainly. Guests are looking to be wowed and many want to feel special. As customers, we've become bored of seeing the same old drab hotel room and traditional dynamic, which has caused us to now seek out more unusual spaces where we can unwind. We're working more hours than ever so many guests want to find somewhere to be pampered and waited on, which is why the trend for luxury experiences has increased. Also, with the rise in photo sharing apps such as Instagram, Pinterest and Snapchat, guests (particularly younger guests) are looking for stunning venues and unique offerings to show off to their friends.

### **What trends are you seeing from the luxury hotel market this year? What trends do you think we will see over the next 12 months?**

Every space is a chance to offer some form of experience to the guest, from recreating lobby areas to resizing and reshaping guestrooms. We no longer need desks and chairs as work is now more mobile than ever, we can happily sit on the bed with an iPad or phone to answer our emails. There has also been an influx in different textures that appeal straight to the senses, fur bedding is one example of this and something that instantly transforms a room into a more affluent looking setting. We've also seen rooms start to incorporate more natural lighting in a bid to instantly boost the guest's mood and help them to feel more at ease. Bathrobes have also been a popular item this year, as they are directly synonymous with luxury experiences, quite frequently we've even seen hotels give these away as boxed gifts to high paying guests.



### **What makes a room or establishment 'luxury', in your opinion?**

A luxury hotel is all about the service and experience, alongside the feel and style of the venue. A 'luxury' experience can be defined by the ease of booking and checking in, the view of a room and the attentiveness to guests. But if we're talking high quality finishing touches or room furnishings then it can be things like king sized beds, embroidered robes and slippers, flat screen TVs and spa style bathrooms with luxury features such as large standing baths and waterfall showers. In terms of service your looking at extensive spa and fitness services, valet parking and 24 hour room service. Interestingly offering an afternoon tea will also improve the rating of your venue.

### **What do you think is a key area of a venue that establishments have been focusing on this year? What about over the next 12 months?**

Bathrooms without a doubt are the key focus for venues this year and way into 2016 and beyond - for hotels and restaurants alike. A lot can be told about a venue by the state and design of its bathroom, from the amenities on offer to even the quality of the towels.

### **As Sales Director for a luxury linen provider, what trends are you seeing in your sales/linen?**

Next year we will be introducing a brand new jacquard range as demand for jacquard linen has increased exponentially so we always try to quickly react to market changes. Also as discussed the rise in orders for bath robes, particularly for mid-market hotels is an increasing trend. Despite the current trend for relaxed dining we are still seeing strong sales in our table linen, particularly our everyday napkin ranges. Table linen is still associated with fine dining and we have seen an influx in new a la carte restaurants to the market.

### **Which area of the world do you think is setting the standard for 'hotel luxury' and why?**

Last September we exhibited at the Hotel Show in Dubai, which is a place that operates on its own level when it comes to luxury style. I would say that some of the three star hotels in Dubai are on par with five star hotels around the rest of the world. If hotels are looking to be inspired I would definitely tell them to look to the standards set here and to Dubai's idea of luxury.

### **In your position you get to visit many five star plus hotels and venues, what do you think smaller, boutique establishments can be doing to set themselves apart from the luxury chains?**

Many of the hotels we work with tend to be chain hotels which often have franchises and multiple hotels around the world. These hotels focus on delivering the same experience in every location, whether it be Singapore or LA. Boutique and independent hotels have the opportunity to really put their personality into their establishment and make it their own. I would say for them to focus on creating unique environments with lots of quirky touches that the chain hotels don't really focus on.

### **What do you think the future holds for the small, independent and boutique hospitality sector?**

The future is bright for the independent and boutique hospitality sector as one of the fastest growing sections of the hospitality market. More and more boutique hotels are popping up around the UK and many are capitalising on the fact that guests now want to find unique, hidden escapes to relax and unwind.

## Welcoming Lobbies

Lots of hotels are now beginning to turn their focus to their lobbies which we see as a major interior design trend for 2016/17. Your lobby is the major first impression your guest will have when visiting your hotel so it is important to communicate the standards and message of your venue as soon as they walk through the door. Also with changes in technology and guest needs, lobbies are also changing shape; there is no longer a need for a large dominating front desk as check in becomes quicker, easier and more mobile. Opening up your lobby up will give you more flexibility in design and enable you to offer a more friendly welcome to guests.



St Ermins Hotel



Apex Hotel



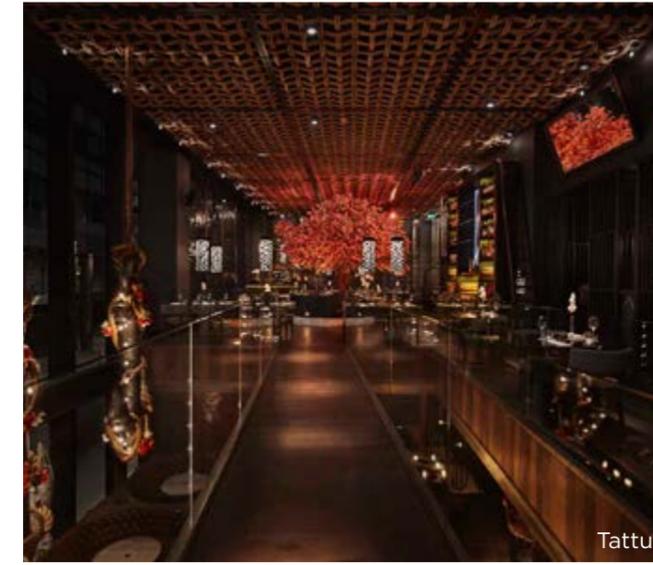
The Wellesley Hotel



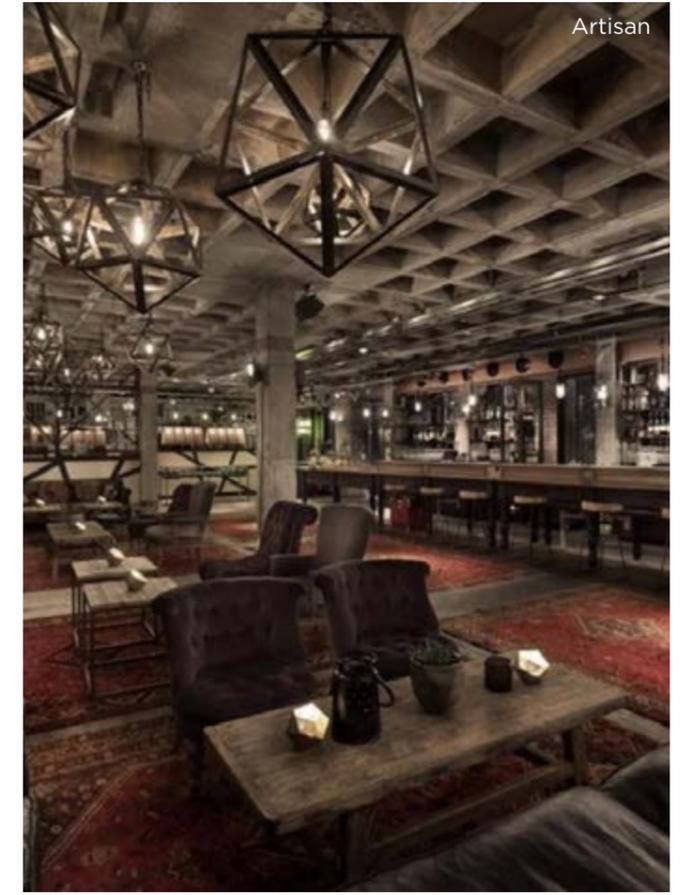
Mount Anvil

## Stylish Ceilings

In 2016/17 it will be a case of the sky is the limit when it comes to ceiling design. You may think that your guests don't tend to look up, but actually the ceiling is an important part in expressing your overall design. In 2016, ceilings will become textured and lighting will play a more prominent role.



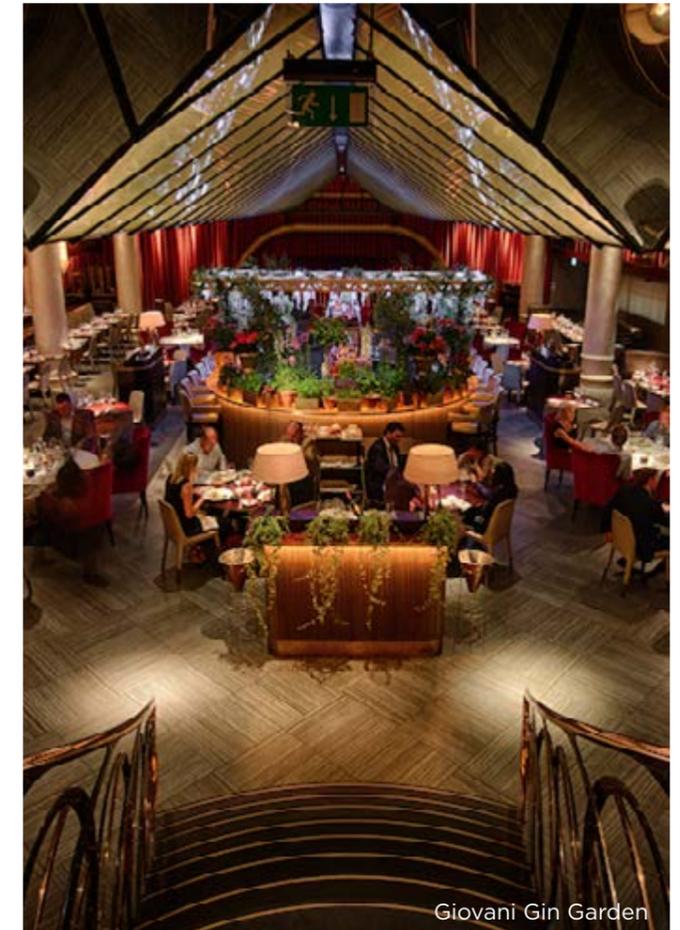
Tattu



Artisan



The Wivenhoe House Hotel



Giovani Gin Garden

## Thank you to our Style Awards Judges 2016

We want to say a special thank you to our Style Awards' judges who each played a vital role in choosing our winners. Not only did they bring a wealth and breadth of experience to the judging table, but also a great mix of opinions and knowledge.

Next year the awards will be back with brand new judges from the hospitality industry.



Thom Hetherington



Anne Britton



Rod Nutter



Nora Elias



Kerry Adams



Judges' lunch hosted by last year's winner The Fable

## About Vision Support Services

Hilden is powered by the [Vision Support Services Group](#), one of the world's leading textiles suppliers to the global hospitality and accommodation markets. Vision has the purchasing and logistical power to deliver a consistently world-class service, excellent value and exceptional product through all of its core brands. From the finest in luxury hospitality linens, through to hard and soft furnishings for a variety of sectors, Vision guarantees quality and value for every customer.

### Press Contact

For press enquiries relating to Hilden's Style Guide or Style Awards please contact Jenny Dixon.

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## Acknowledgments

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Albion House, Ramsgate - Apex Hotel - Artisan Restaurant - Artist Residence - At the Chapel - Australasia - B3 Design - Best Western Mount Pleasant Hotel - Boundary Hotel - Breck Apartments - Brimstone Hotel - Bubbledogs - Bulgari Hotel - Calcot Manor Hotel - Catchpole & Rye - Carbon - Chateau Rhianfa - Chester Residence - Chocolate Boutique Hotel - The Church Inn - Coba - Control Tower B&B - Cranleigh Boutique - Dishoom - Drake & Morgan at King's Cross - Ett Hem - Forest Restaurant & Bar - G Boutique Hotel - Gidleigh Park - Giovanni's Gin Garden at Quaglino's - Hampton Manor - Hotel Football - Hotel Gotham - Hotel Indigo - Kings Head Hotel - Llancarol Windmill - Mandarin Oriental Hotel Group - Maids Head Hotel - Malmaison, Oxford - Mockingbird Taprooms - Moss Grove Organic Hotel - Mount Anvil - Nira Caledonia - Northcote Hotel - Number Thirty Eight Hotel - Old Town Chambers - ProperTea - Roka - Solent Forts - St Ermins Hotel Westminster - Studio Farrows - Suna Interior Design - Tattu Manchester - The Barn at Roundhurst - The Cottonwood Boutique - The Fable - The Old Surgery - The Pass - The Pig at Combe - The Scarlet Hotel - The Soho Hotel - The Wellesley - Unique Chic Lets - Vermillion - West Lexham Tree Houses - West Usk Lighthouse - Wivenhoe House Hotel - Yorebridge House - Zanzibar International Hotel - 28°-50°.



Hilden  

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STYLE  
AWARDS  

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