



BROADWICK

S O H O

INTRODUCTION

Broadwick Soho channels the grit, glamour and wild energy of London's most storied neighbourhood into an opulent contemporary 57 room retreat, offering impeccable service and quality. Conceived by a group of friends, this glorious hotel on the corner of Broadwick Street and Berwick Street draws inspiration from the community, essence and spirit of Soho.

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reservations@broadwicksoho.com
www.broadwicksoho.com





DEAR JACKIE



DESIGN

Enticingly flamboyant and steeped in the cosmopolitan flavour of its location, Broadwick Soho's townhouse aesthetic was created by world-renowned interior designer Martin Brudnizki. Artfully infusing a range of inspirations, from Jazz Age opulence to travels around Italy, with a healthy dash of English eccentricity and a sprinkling of Disco fabulousness, Broadwick Soho is a feast for the senses that blends glamour and comfort in equal measure.









GUEST ROOMS

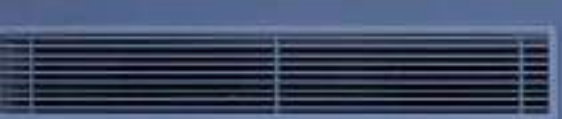
Each of Broadwick Soho's 57 exquisitely appointed rooms and suites is a serene and restful sanctuary. All rooms and suites have bespoke furniture and individually selected artworks, with high-quality finishes throughout. Rich geometric patterns and vibrant prints are complemented by a soft and soothing colour scheme and the artful layering of different materials, textures and styles. Specially designed beds, sumptuous bedlinen and bespoke amenities add an extra dash of opulence.

Bathrooms are playful yet sophisticated with chic marble wash-tops, walk-in rain-showers and sustainable luxury amenities by Ortigia. Some suites also feature free-standing bathtubs to soak in.

11 x Standard Rooms (18sqm/194sqft)
8 x Superior Rooms (20sqm/215sqft)
15 x Luxury Rooms (23sqm/248sqft)
13 x Deluxe Rooms (26sqm/280sqft)
5 x Junior Suites (38sqm/409sqft)
4 x Broadwick Suites (46sqm/495sqft)
1 x Penthouse (89sqm/958sqft)



























AMENITIES

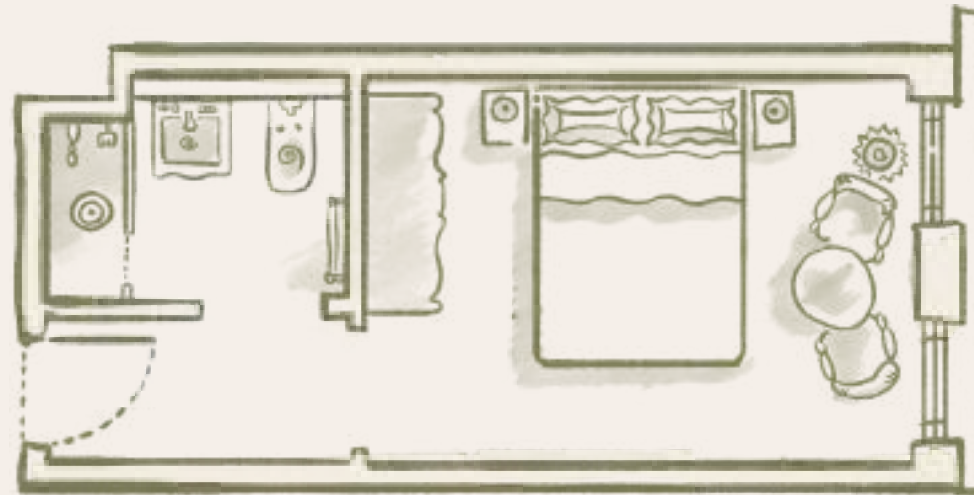
Every element of this glorious hotel has been designed to feel like a home from home. Our amenities include:

- Very fast, complimentary Wi-Fi
- 24-hour Room Service and Concierge desk
- Twice daily housekeeping service
- State-of-the-art in-room entertainment with complimentary new-release movies
- Complimentary local and international phone calls
- A wide selection of complimentary digital newspapers and magazines
- Individually controlled air conditioning
- USB and USBC ports and international power outlets
- Complimentary in-room Nespresso coffee machine and tea making facilities
- Oversized minibar
- Dyson hairdryers
- Fluffy bathrobes, rainfall shower and sustainable luxury bathroom amenities by Ortigia
- Frette Italian-made bed linen with cosy feather and down duvets and pillows and handwoven bed throws made in Scotland on the Isle of Bute
- Packing and unpacking and babysitting service available
- Rollaway beds in suite room categories available





EXAMPLE ROOM LAYOUTS

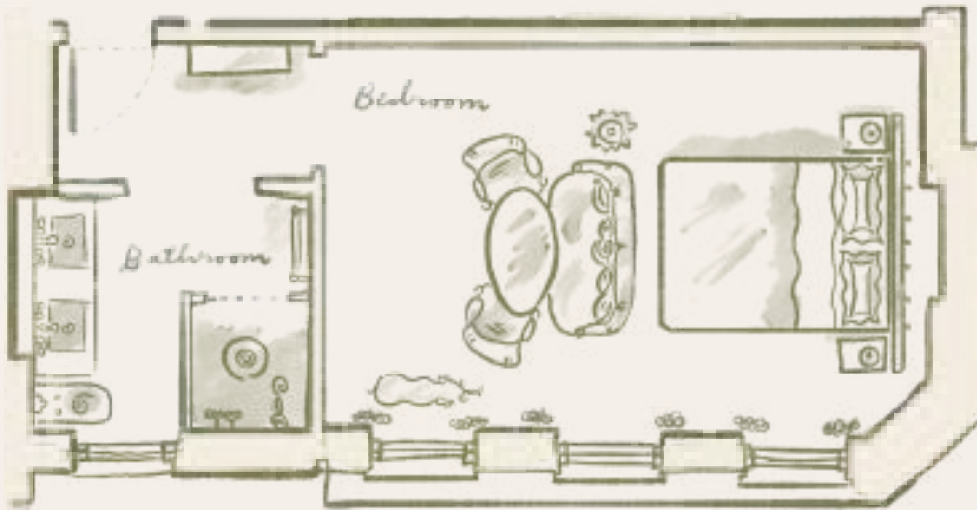


STANDARD, SUPERIOR, LUXURY AND DELUXE ROOMS

Standard, Superior and Luxury rooms feature a queen-size bed and comfortable sitting area. Deluxe rooms share the same layout but feature a king-size bed. Accessible and connection room options are available in the Deluxe and Luxury room categories.



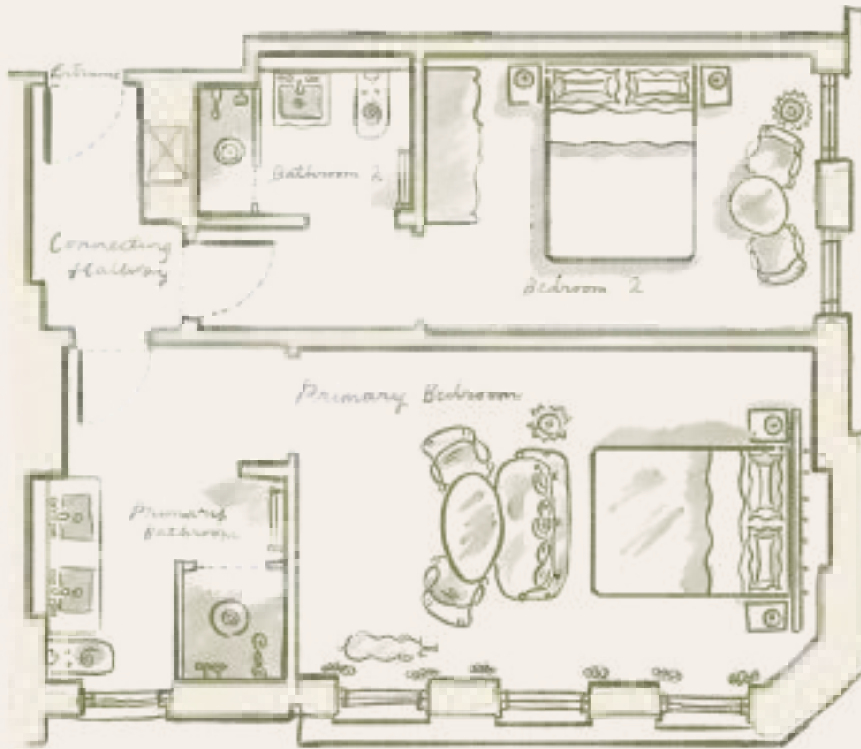
JUNIOR SUITES



BROADWICK SUITES

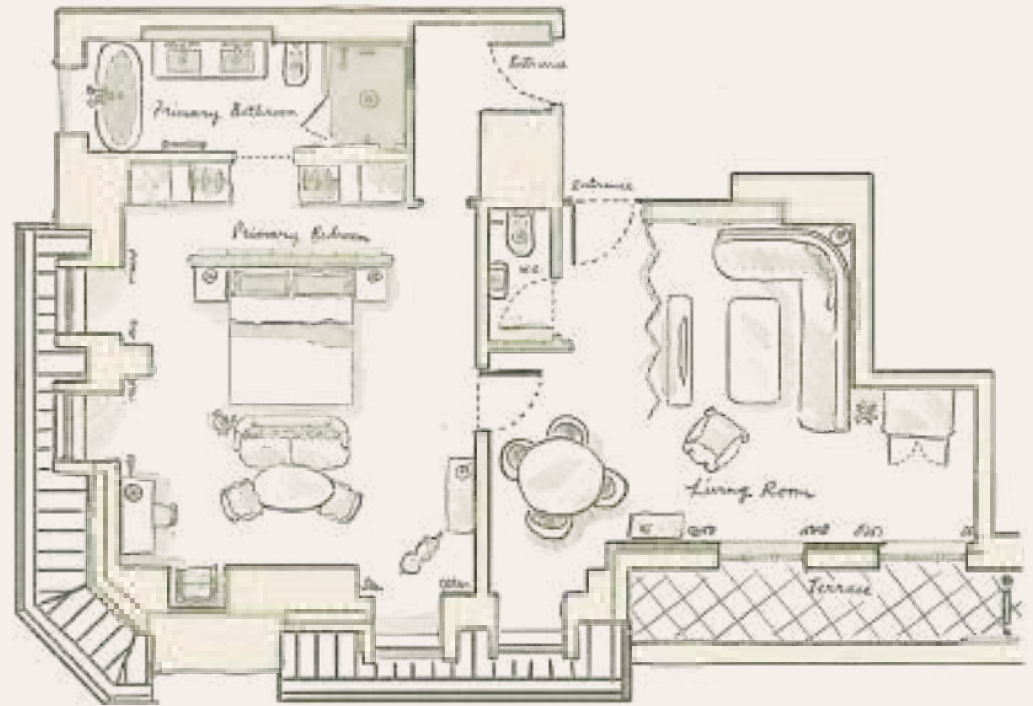


Junior Suites and Broadwick Suites feature an open-plan layout with king-size bed and generous sitting area.



FAMILY SUITES

The spacious two-bedroom Family Suite comprises a Junior Suite and Deluxe Room offering a generous living area and additional space to accommodate a family enjoying an adventure in the capital. Baby cots and amenities including changing mat, nappy bin, baby bath, bottle warmer & steriliser, baby phone and highchairs are available on request.



PENTHOUSE SUITE

A spectacular suite with a generous-sized bedroom with king-size bed, separate living and dining area, and elegantly furnished terrace. Private art collection, signature bespoke cocktail bar and Giallo Siena marble bathroom with deep soaking tub and walk-in steam shower. Interconnects with Deluxe room to create a two-bedroom suite with ample outdoor space.

DINING AND BARS

Delectable food and drink and great times with friends are at the heart of Broadwick Soho. Our restaurant and bar spaces offer something unique for every time of the day and for every occasion. Enjoy a barista-made coffee or evening aperitivo at Bar Jackie, Broadwick Soho's vibrant street-level café. Head downstairs to Dear Jackie for classic Italian gastronomy with a modern twist – and a decadent atmosphere. Relax by the fireplace in our residents-only lounge The Nook or enjoy a cocktail with a bird's-eye view over the rooftops of London on the terrace at Flute, our stylish top-floor bar.





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DEAR JACKIE



Dear Jackie is a space for Italian opulence, refined dining and night time glamour. Seductive Murano lighting, red silk walls and plush booths create a sense of discreet intimacy and an atmosphere that is part dolce vita elegance, part disco fabulous. Open for dinner, the menu is a love letter to modern Italian gastronomy – featuring superior pasta dishes and reimagined Italian classics, as well as an extensive list of exquisite wines.

DEAR JACKIE

OPENING HOURS

Open daily for Dinner:

Sunday to Thursday - 5.30pm to Midnight (last seating 10.30pm)

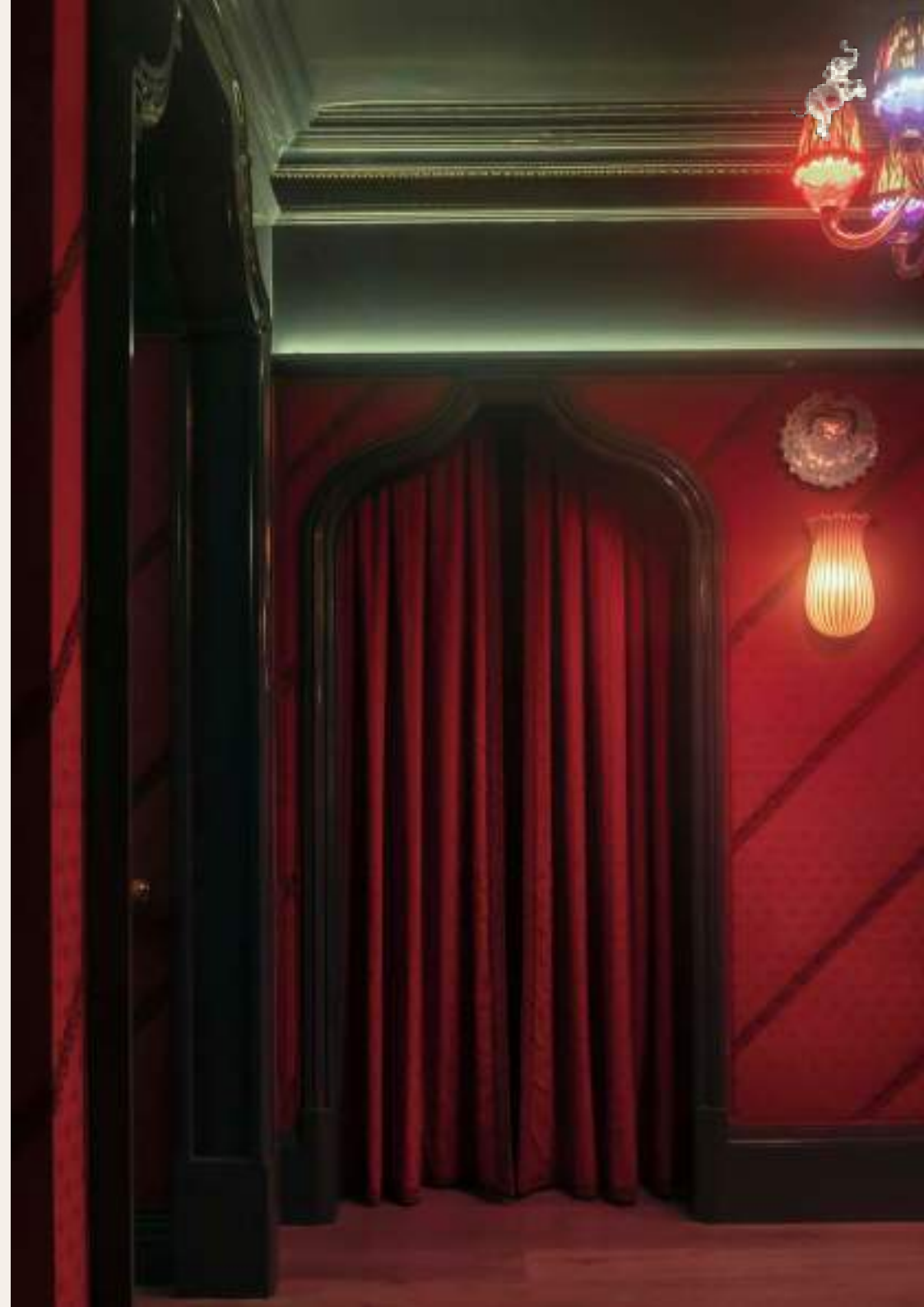
Friday and Saturday - 5.30pm to 12.30am (last seating 10.45pm)

COVERS:

54



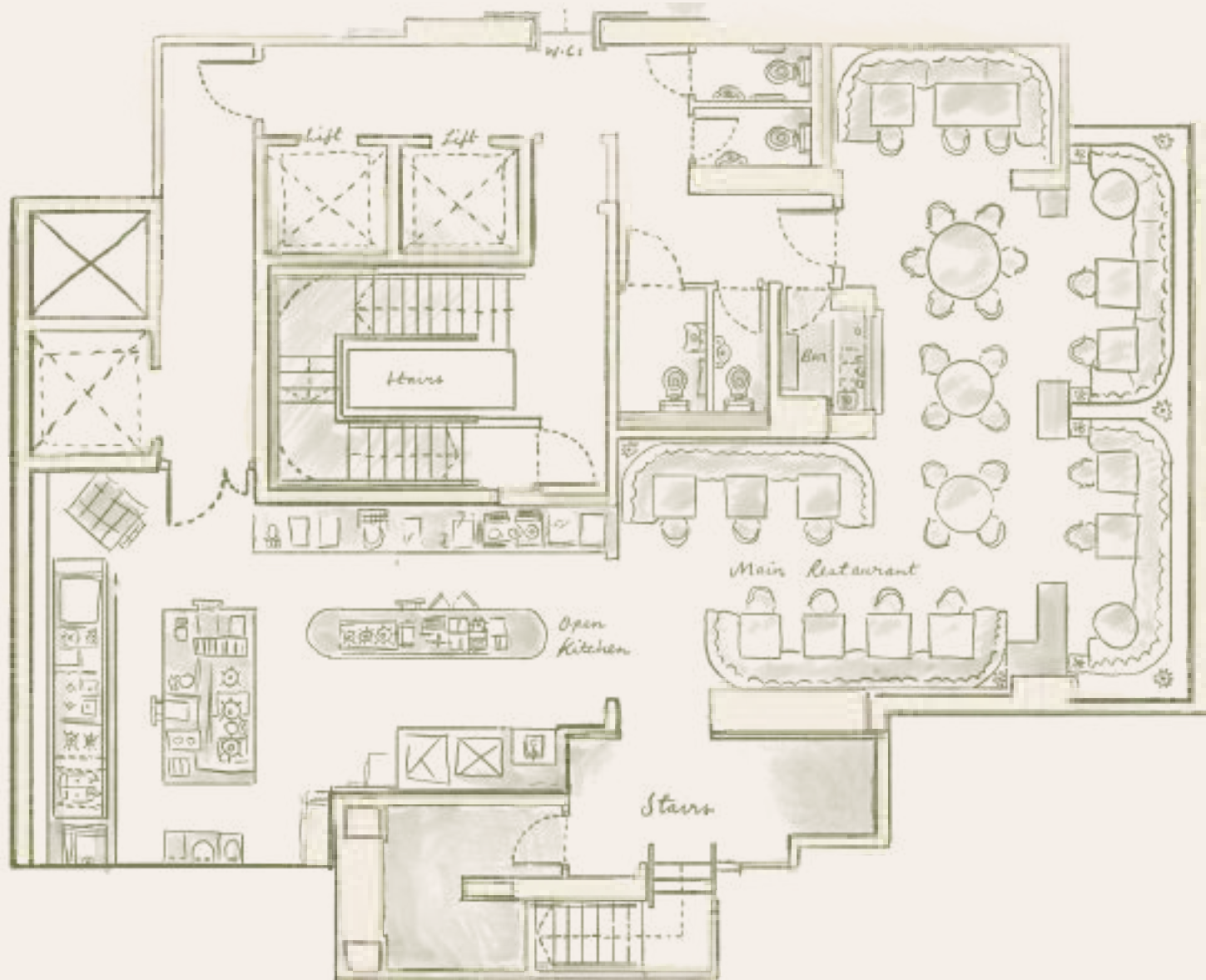








DEAR JACKIE FLOOR PLAN





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BAR JACKIE



Bar Jackie is the little sister of Dear Jackie. Our all-day street level bar and terrace pays tribute to the legendary and flamboyant Jackie's of our past, present and future. Everybody has their Jackie: a personal icon that embodies fun, fabulousness and joy. The vibrantly decorated bar serves coffees and bomboloni, aperitivo classics such as Pinsa Romana, arancini and antipasti as well as negronis, vermouths and homemade gelati and granita.

BAR JACKIE

OPENING HOURS

Open daily for breakfast, coffee & bomboloni:
7.30am to 11.00am (last seating 10.30am)

All Day Dining and Drinks:
Sunday to Thursday - 11.00am to Midnight (last seating 10.30pm)
Friday and Saturday - 11.00am to 12.30am (last seating 10.45pm)

COVERS:

34 inside and 20 outside (on the covered terrace)









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FLUTE



In the 19th century, Broadwick Street was home to a noted flute-maker, who inspired the name of the cocktail bar that crowns the hotel. Perched high in the sky, Flute's landscaped wraparound outdoor terrace offers guests spectacular views over the Soho streets and skyline. Inside, the décor combines cocooned comfort with colourful swagger – animal print upholstery, cork walls and mirrored ceilings united by an extravagant palm-frond carpet. From the onyx-topped central bar, Flute's bartenders serve up an ever-changing list of innovative cocktails – plus all the classics – complemented by lunch and dinner menus featuring food designed to be enjoyed with friends.

FLUTE

OPENING HOURS

Open daily:

Sunday to Thursday - 12.00pm to Midnight

Friday and Saturday - 12.00pm to 12.30am

COVERS:

50 inside and 58 outside (on the covered terrace)















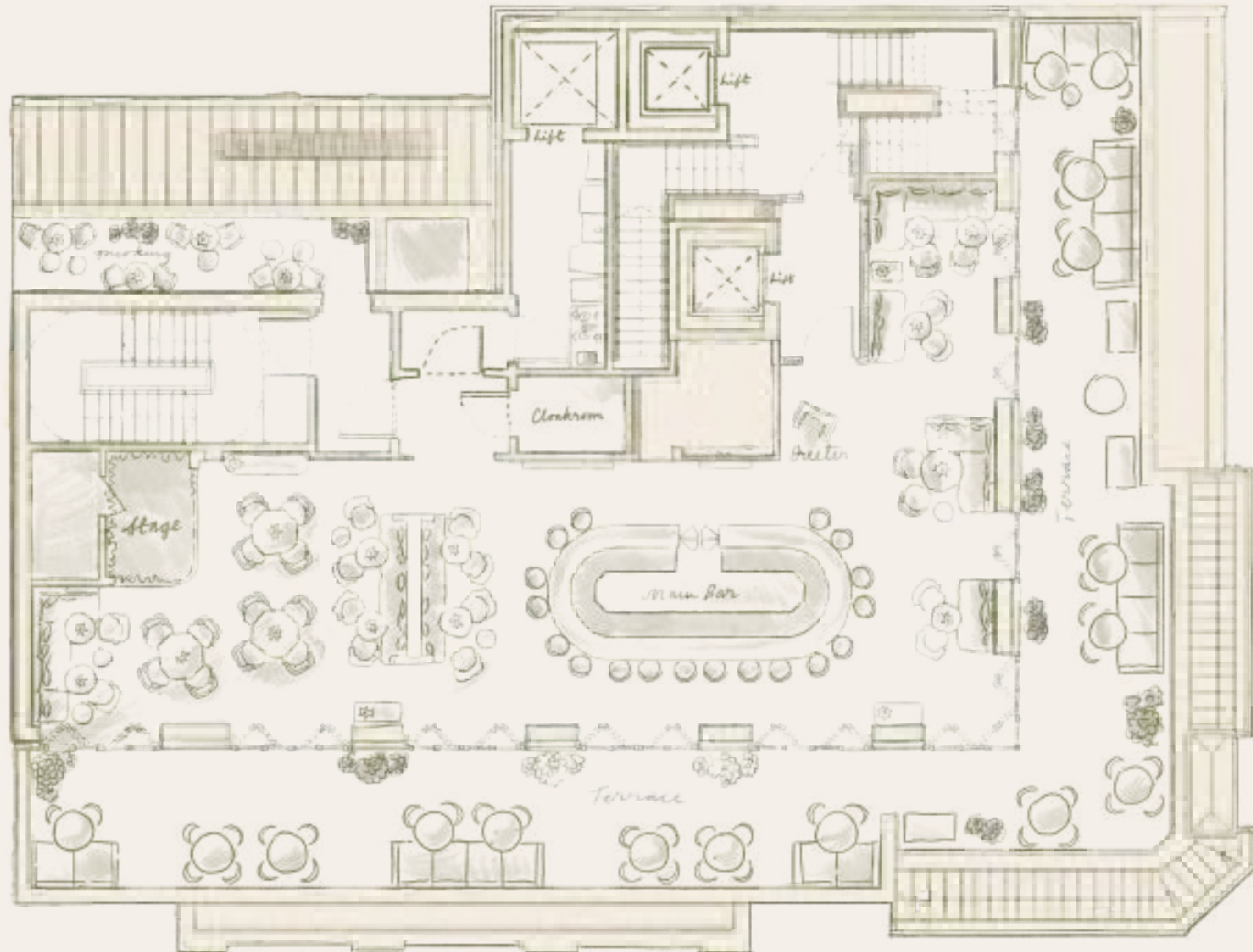
BROADWICK SOHO

PRESENTS SOHO SESSIONS





FLUTE FLOOR PLAN





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THE NOOK



Broadwick Soho's residents-only ground-floor lounge offers hotel guests an exclusive, convivial space in which to enjoy a cocktail or coffee, read a book by the fireplace or spin some vinyl – courtesy of an eclectic selection curated by our Berwick Street record-store neighbours. Extravagant but chic, The Nook is decorated with intricate Italian fabric and vintage finds – including a 1970s Murano chandelier and some show-stopping speakers.

THE NOOK

OPENING HOURS

Open daily for hotel residents:
7:30am to 1.00am

COVERS:
30









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THE DINING ROOM



From business meetings and press launches to private celebrations, Broadwick Soho can provide a stylish backdrop for a spectrum of events, right in the heart of London. Our eighth-floor Dining Room is a light-filled space with show-stopping décor and floor-to-ceiling windows.

THE DINING ROOM

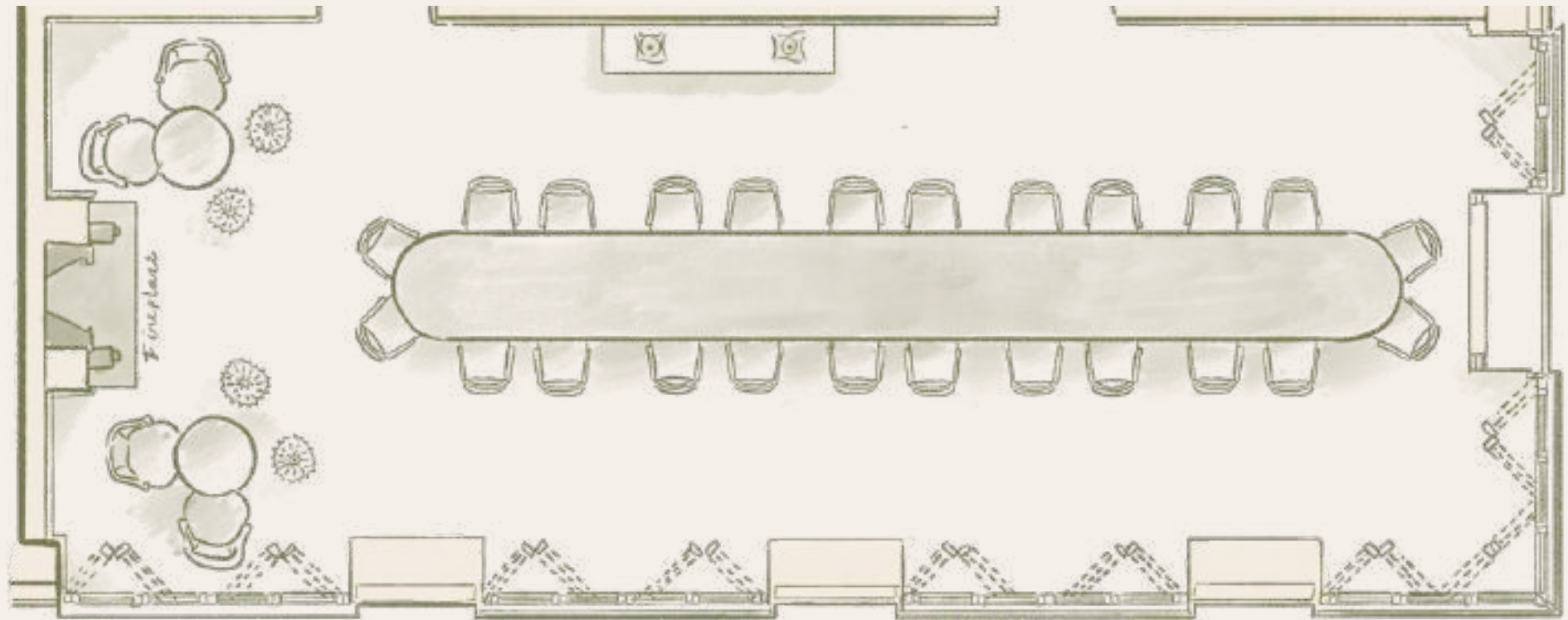
COVERS:
28 on one table
(Other room configurations are available on request)







THE DINING ROOM FLOOR PLAN





ARTWORK AND AMBIENCE

Broadwick Soho boasts a spectacular collection of artwork and vinyl records. The collection is an eclectic mix of some of the world's most sought-after iconic works, vintage relics and exciting up and coming artists' pieces.

Throughout the hotel, our custom made Broadwick Soho scent and candles, developed in partnership with renowned perfumier, Azzi Glasser, fills the air with rich scents of tuberose, black oud and Artemisia.

Our curated music playlists featuring a combination of classic familiar sounds and London's more modern up and coming talent. Our seasonal playlists are created bespoke to complement the different areas of the hotel and the music has been specifically selected to accompany the different times of the day.



Francis Bacon, Study for Portrait of Pope Innocent X after Velasquez



Andy Warhol, À la recherche du shoe perdu



Victor Pasmore, Anxious Moment
(Lynton G42)

OUR MASCOT

We have chosen the elephant as the symbol for our hotel. The elephant's characteristics represent what we aspire to emulate as a brand and as an independent family business. Elephants are extremely loyal and intelligent animals with empathy and compassion. They are well known for their emotional and social skills and are true family animals. They are affectionate and conscientious with incredible memory and recognition.

We strongly believe in all these attributes and values, plus we love elephants, hence why we chose them as our mascot. The elephant is part of Broadwick Soho's official logo and references to them can be found throughout the hotel. Most impressively, the elephant is represented in our suites where individual elephant shaped cocktail bars, made from antique Indian brass take centre stage. Handmade by local skilled craftsmen in Jaipur, the bars were exclusively commissioned for the hotel and add a fun element to the room.



NEIGHBOURHOOD

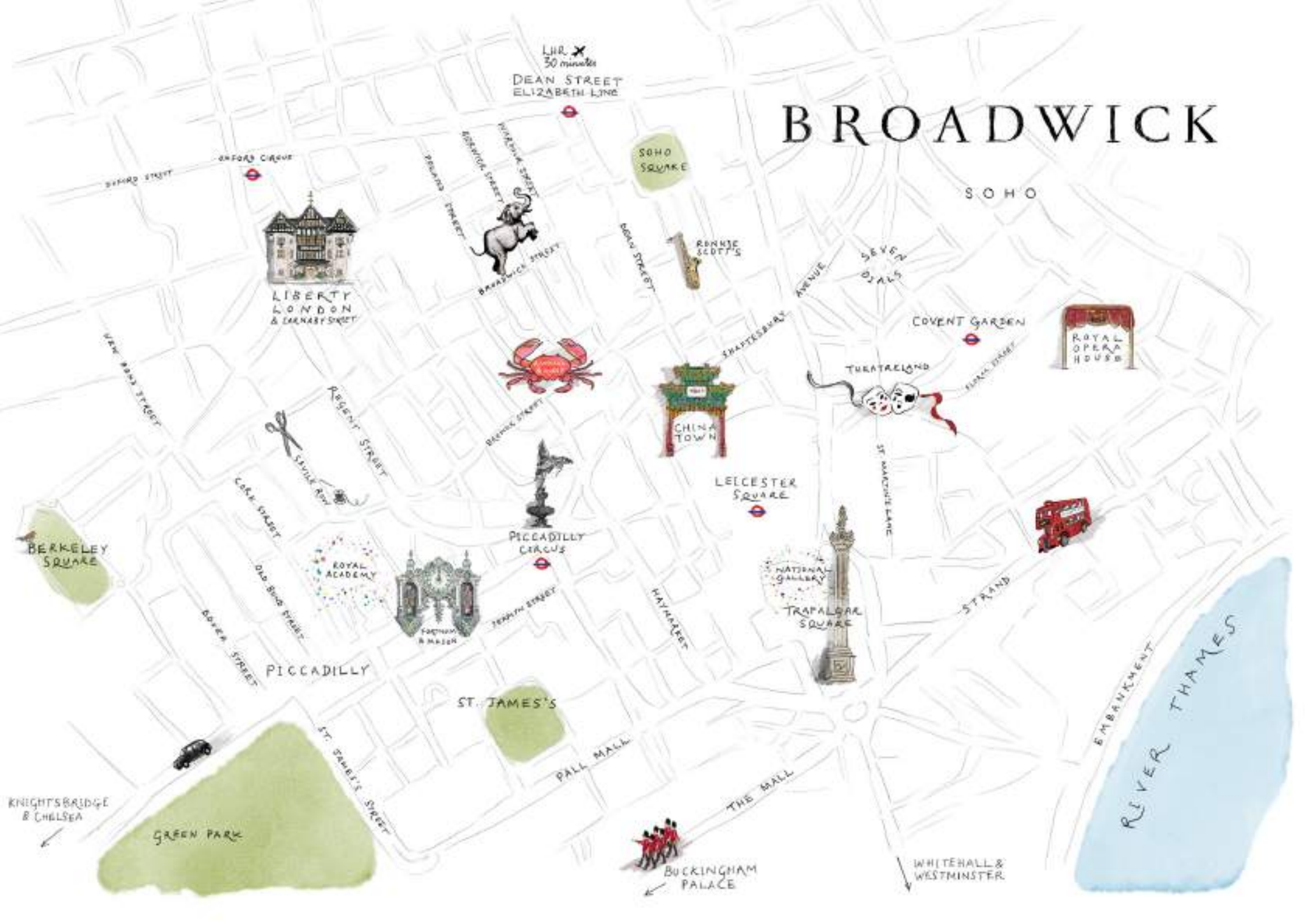
Soho, with its 90 intricate and colourful streets packed into one square mile, is the centre of London. Soho has been the heartbeat of our beautiful city for centuries and is a brand name in itself. Soho is many different things to many different people: theatreland, London's film industry epicentre, the place for nightclubs and sex shops and Henry VIII's hunting ground. Soho has character, soul and history. Today, Soho is also the heart of London's LGBTQ+ community and the spiritual home of London Pride.

Broadwick Soho is set on the corner of the iconic Berwick and Broadwick Streets. Berwick Street is often recognised as one of the oldest street markets in London, dating back to the early 1880's and noted amongst many other things for selling London's first tomatoes and pineapples. Berwick Street was also known as the 'Vinyl Mile' in the 1990's due to its wonderfully rare record shops, many of which are still here today. The street is also famous for being on the cover of the Oasis album in 1995.

Broadwick Street was once home to the prolific English Poet and Printmaker William Blake and was also the street where Dr Snow (with the pub now named after him) discovered the cause of a Cholera outbreak. A Flute maker was also based in Broadwick Street in 1880 and this served as the inspiration for the name of our seventh-floor rooftop bar. Neighbouring Carnaby Street is a cultural hub and was established as London's most edgy fashion street in the swinging 60's.



BROADWICK



LHR ✕
30 minutes
DEAN STREET
ELIZABETH LINE

SOHO
SQUARE

SOHO



LIBERTY
LONDON
& CARNABY STREET



BARFISH STREET



RONNIE
SCOTT'S



SEVEN
DICE

COVENT GARDEN



ROYAL
OPERA
HOUSE



REGENT STREET



CHINA
TOWN



THEATRELAND

LEICESTER
SQUARE

BERKELEY
SQUARE



SCISSOR
ROW



PICCADILLY
CIRCUS



ROYAL
ACADEMY



FASHION
& MUSIC



NATIONAL
GALLERY
TRAFALGAR
SQUARE

VIEW ROAD STREET
CORNHILL STREET
OLD BOND STREET
BOYER STREET

PICCADILLY

ST. JAMES'S

PALL MALL

THE MALL

STRAND

EMBARMENT
RIVER THAMES

KNIGHTSBRIDGE
& CHelsea

GREEN PARK



BUCKINGHAM
PALACE

WHITEHALL &
WESTMINSTER



The group of friends who have conceived Broadwick Soho are committed to providing impeccable service and creating memorable experiences for every guest.

The property's owner, Noel Hayden, spent his childhood years living at his family's hotel, Mon Ami, on the UK's south coast in Bournemouth. Owned and managed by his mother Jackie and his father Noel Snr, a magician and true showman, Mon Ami saw many successful and memorable years, before closing its doors in 1988. Today, 35 years later, Broadwick Soho is a love letter from Noel to his family and is the culmination of a long-held personal dream to open his own luxury hotel in Central London.

The essence of the hotel is inspired by the magic and nostalgia from Mon Ami, combined with the history and vibrancy of Soho, and nods to Noel's family are referenced throughout. Noel's beloved mother, Jackie, inspired the name of the restaurant Dear Jackie and vintage images from Noel's family photo albums form part of the hotel's art collection and adorn items including tote bags and matchboxes.

Joining Noel in bringing Broadwick Soho to life are his friends Jo Ringestad, Joshua Gardner, Andrea Gelardin and Jamie Poulton.

Managing Director Joshua Gardner, accompanied by Jo Ringestad, bring their expertise in hospitality to ensure that every aspect of the hotel is executed flawlessly.

Creative Director Andrea Gelardin infuses the property with a vibrant and captivating lifestyle appeal and Jamie Poulton, Non-Executive Director (and co-owner of iconic Soho restaurant Randall & Aubin), provides valuable Soho knowledge and insight.



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Epic escapes

GOING BIG THIS WINTER FROM NEPAL TO THE PHILIPPINES

THE



WHERE TO STAY



BOOM TOWN

RAFFLES LONDON IS PART OF A WAVE OF CHARACTERFUL ARRIVALS IN THE CITY

The resurgence with London has only got so far when it comes to the arrival of new hotels. The city is a hotbed of new arrivals, and the arrival of new hotels is a testament to the city's status as a global hub. The Raffles London at The ZWO is a prime example of this trend, offering a blend of traditional luxury and modern amenities. The hotel's location in the heart of the city makes it a convenient choice for both business and leisure travelers. The Raffles London at The ZWO is a prime example of this trend, offering a blend of traditional luxury and modern amenities. The hotel's location in the heart of the city makes it a convenient choice for both business and leisure travelers.

EN | 10/20 November 2023

LIFE

TRAVEL



MAKING AN IMPRESSION ON HEARTS AND MINDS

Musicals are back in vogue, and London is leading the way with new productions and classic revivals.

MY HONG KONG - LUISA TANG

'Time travel' tourism could be the international boost city needs

Continuing to attract tourists and investment will make Hong Kong a leading international city. The city's unique blend of traditional and modern culture is a major draw for visitors. The government is investing in infrastructure and marketing to attract more tourists. The city's location and history make it a perfect destination for 'time travel' tourism. The government is investing in infrastructure and marketing to attract more tourists. The city's location and history make it a perfect destination for 'time travel' tourism.

VFLONDON

STYLE TRAVEL CULTURE

HOT off the press!



Dear Jackie

The latest on the fashion scene in New York, a walk through all the new arrivals, and a look at the city's most interesting people. The city is a hotbed of new arrivals, and the arrival of new hotels is a testament to the city's status as a global hub. The Raffles London at The ZWO is a prime example of this trend, offering a blend of traditional luxury and modern amenities. The hotel's location in the heart of the city makes it a convenient choice for both business and leisure travelers.



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FINANCIAL TIMES

10/20 November 2023



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A Soho showstopper

A former night-club's return as a stylish hotel has impressed London's critics and more than one visitor.

PHOTOGRAPHY BY [Name]

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THE NEW YORK TIMES

10/20 November 2023



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