



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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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

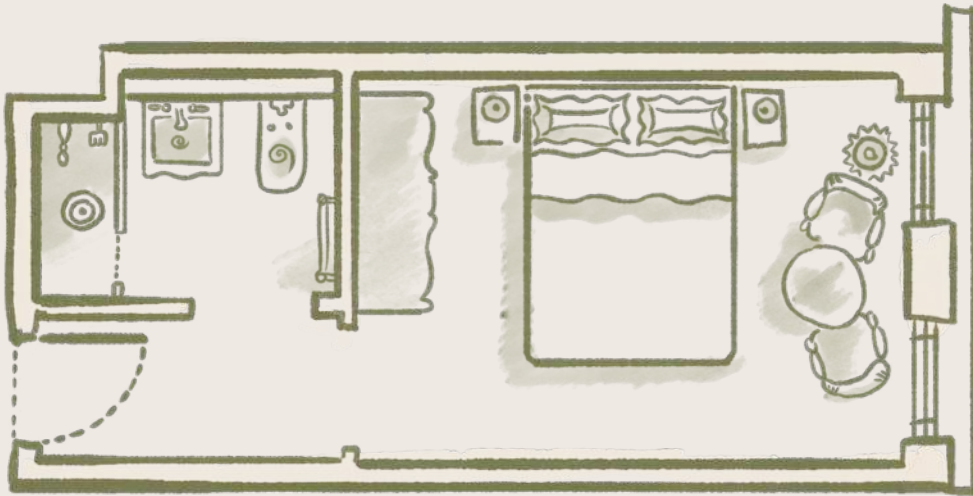
Every element of this glorious hotel has been designed to feel like a home from home. Our amenities include:

- 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



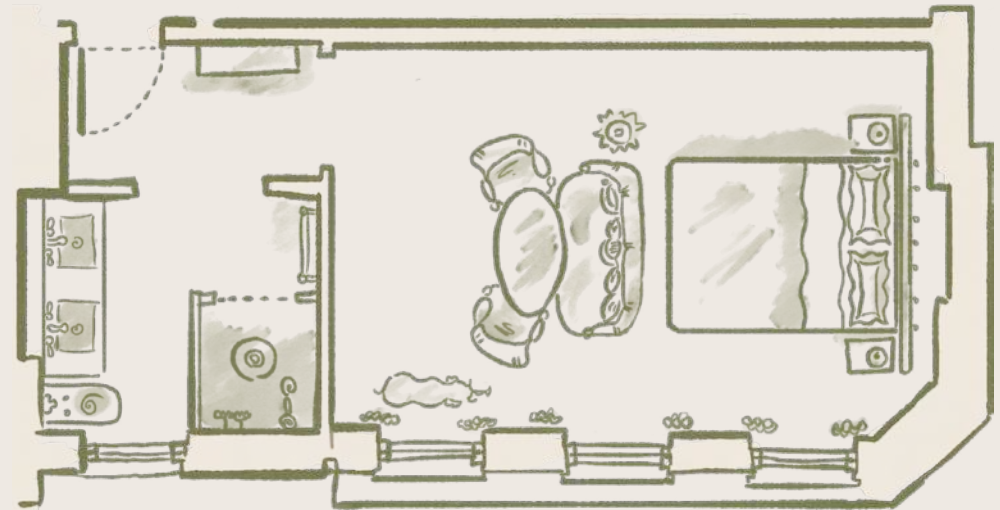


EXAMPLE ROOM LAYOUTS



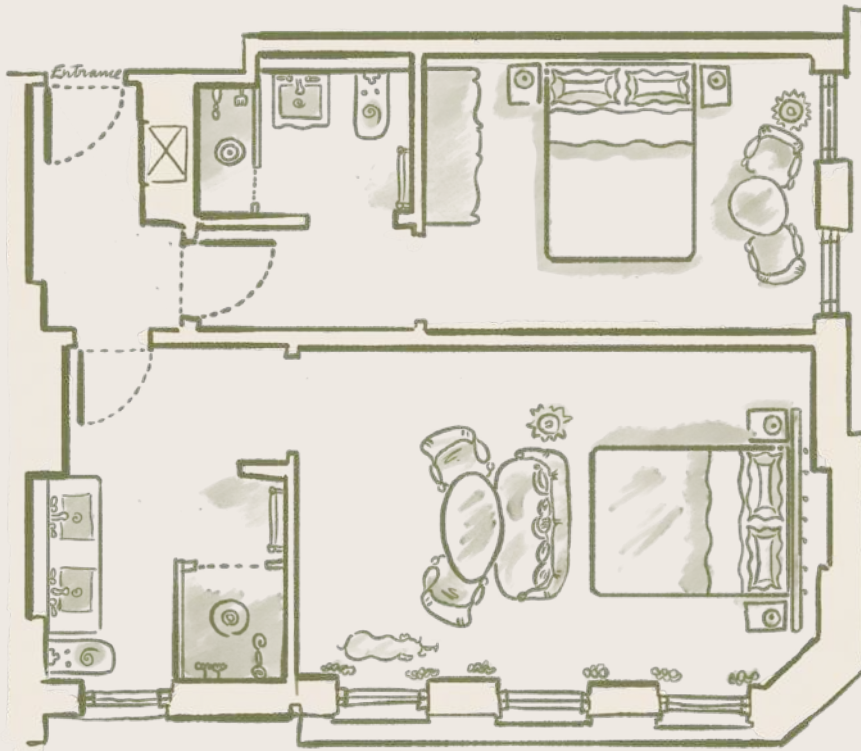
STANDARD, SUPERIOR, LUXURY AND DELUXE ROOMS

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.



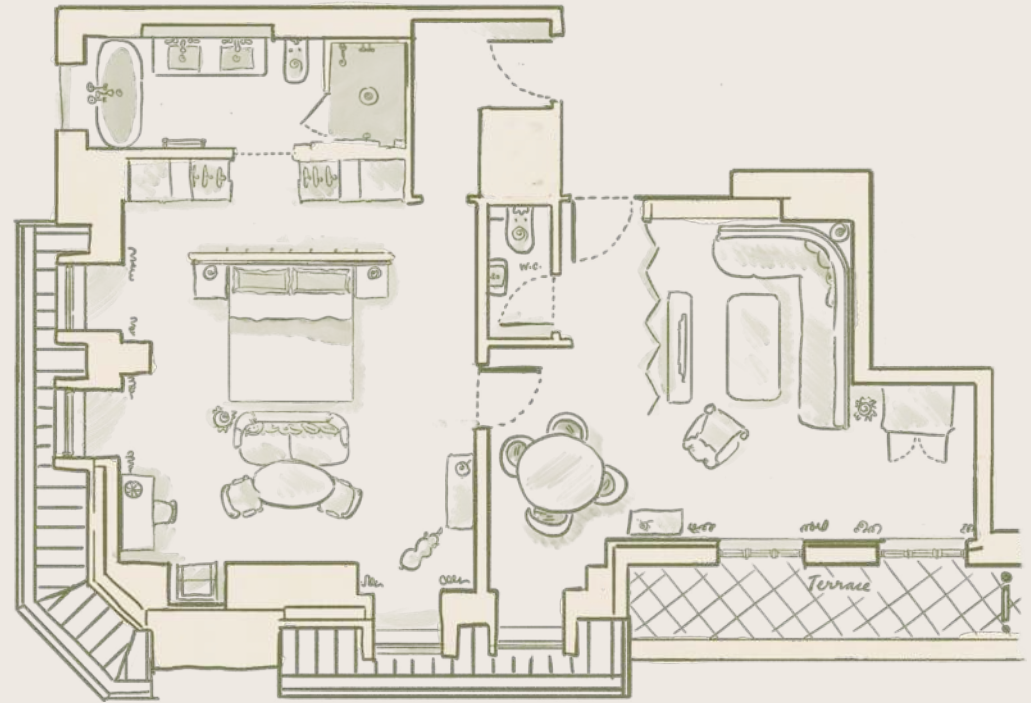
JUNIOR AND BROADWICK SUITES

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)

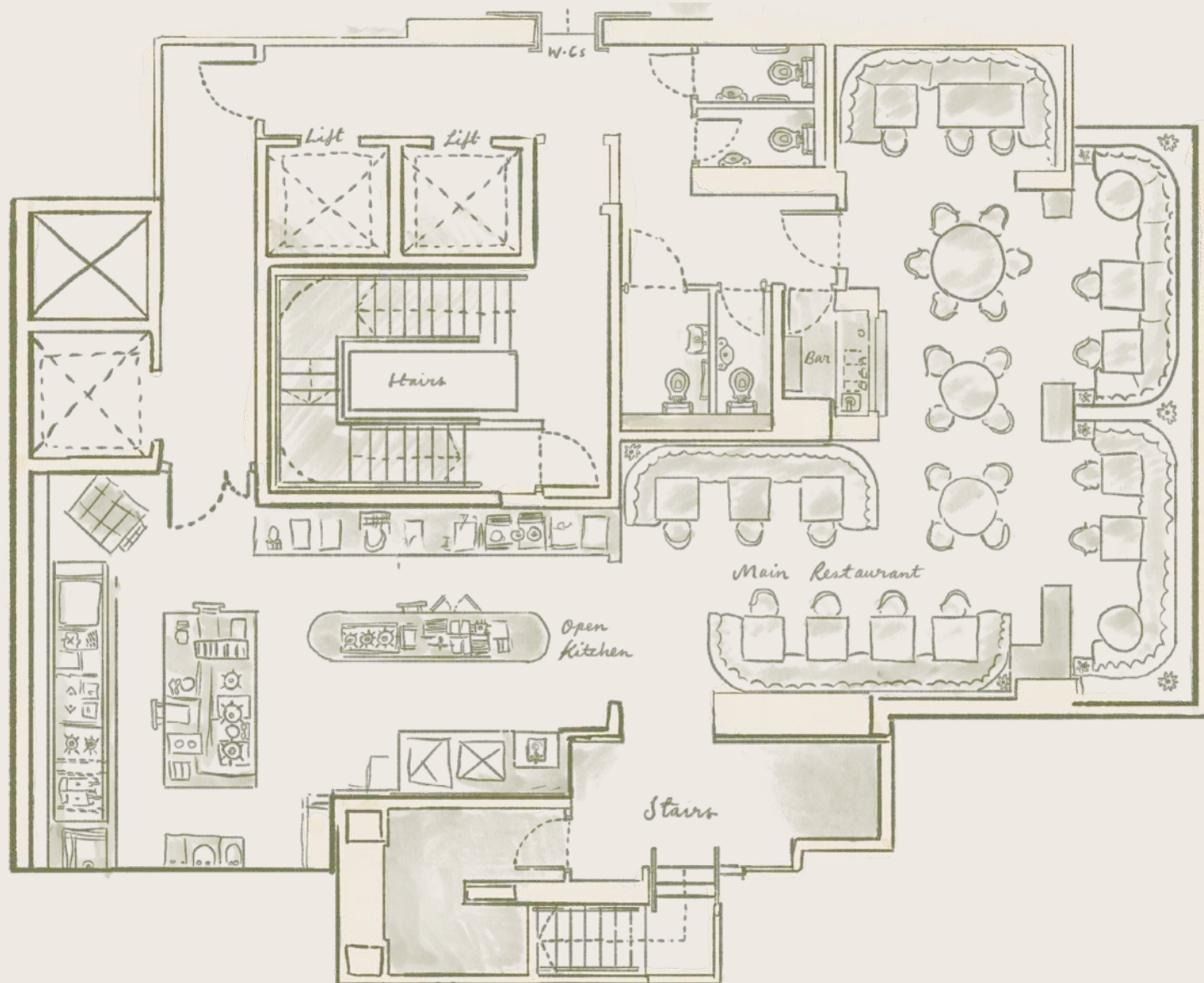
Friday and Saturday - 5.30pm to 12.30am (last seating 10.45pm)

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

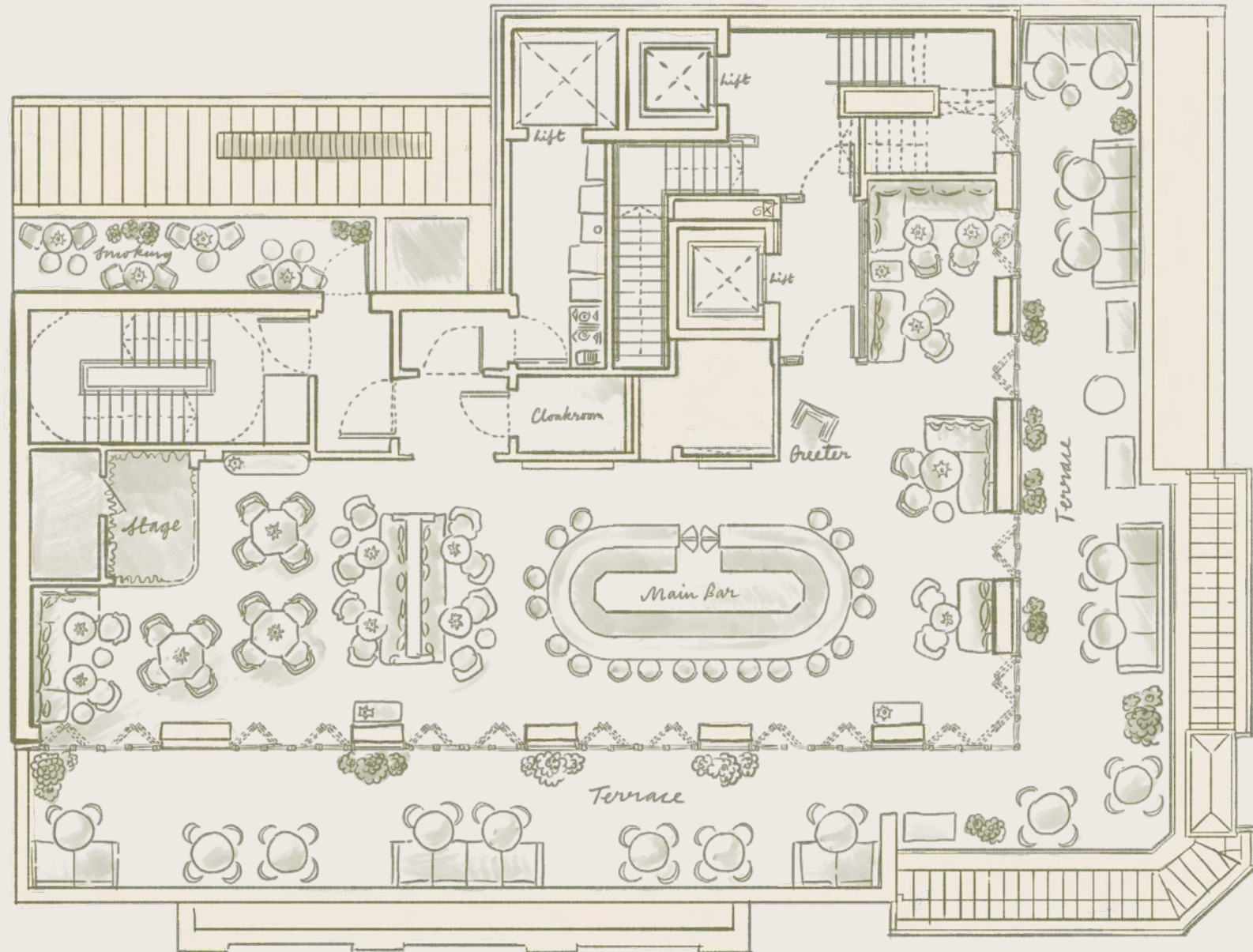
Friday and Saturday - 12.00pm to 12.30am

COVERS:

50 inside and 58 outside (on the covered terrace)



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



[\(click here\)](#)

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.

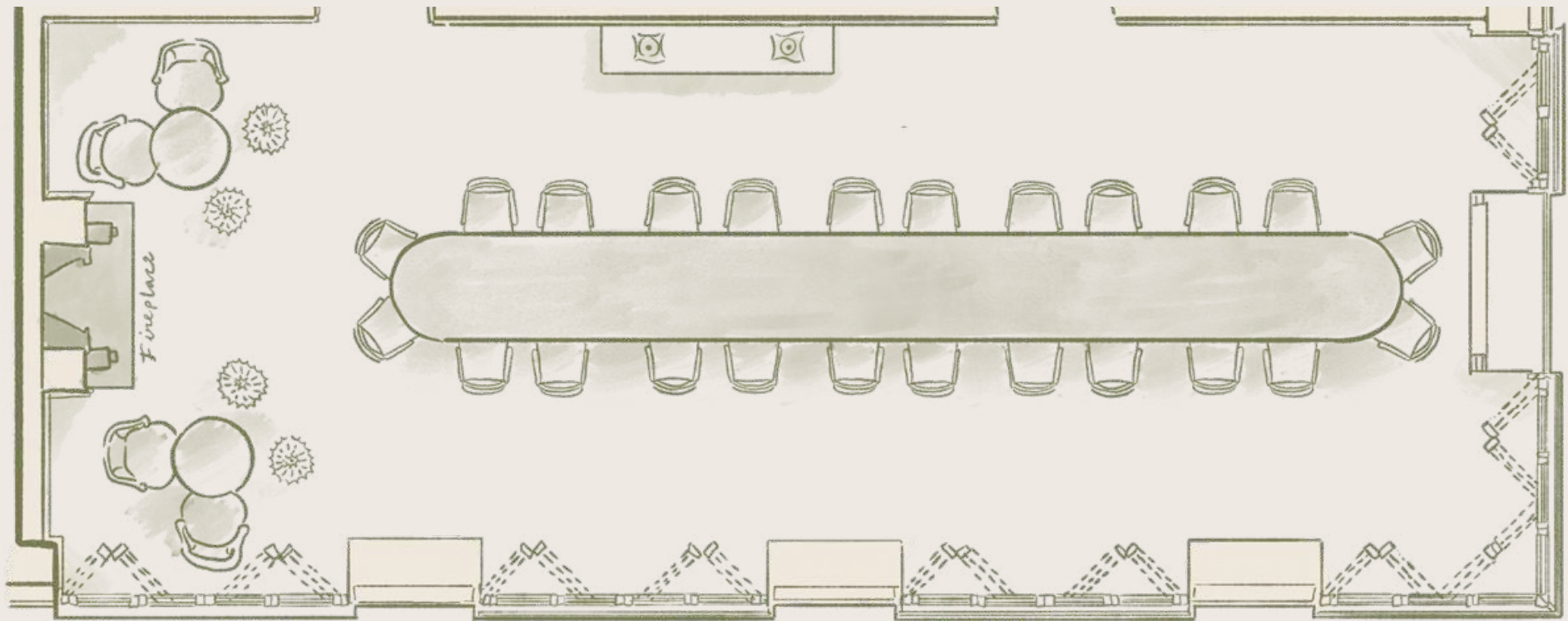
THE DINING ROOM

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.





LOCATION

A place from which to discover the best of everything central London has to offer – by foot, bike, car, taxi or Tube – Broadwick Soho stands tall in the heart of the city's most dynamic neighbourhood.

There are four London Underground stations within a few minutes' walk of the hotel. Oxford Circus is on the Bakerloo, Central and Victoria lines; Piccadilly Circus on the Bakerloo and Piccadilly lines; Leicester Square on the Northern and Piccadilly lines; and Tottenham Court Road is on the Central and Northern lines, as well as the new Elizabeth line for direct services to and from Heathrow Airport.

Eurostar trains from continental Europe arrive at St Pancras International station in King's Cross, from which Broadwick Soho is just a short ride by taxi or on the Piccadilly or Victoria Underground lines.



Condé Nast Traveler

THE WORLD MADE LOCAL

DECEMBER 2023

Epic escapes

GOING BIG THIS WINTER, FROM NEPAL TO THE PHILIPPINES

THE

Plus: Paradise in Paris: Bolivia Gomez Steps Into the Biggest Trend of 2023
Voyage Through: Update: Prosecco

VOGUE DAILY

The December issue is here featuring Nicki Minaj. Subscribe to Vogue



This Maximalist New Hotel in London's Soho Honors the Neighborhood's Eccentric Creative Spirit

LEARN MORE

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WHERE TO STAY

Click here from left bar at Broadwick Soho. One Soho townhouse, where you'll find the hotel's bar and lounge. The hotel's bar and lounge. The hotel's bar and lounge.

BOOM TOWN

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

The comparison with London barely gets going as for when it comes to this autumn's new hotels. Yes, they've all come along at once, and in a flurry of investment that underlines global finance's continued interest in the British capital - with Mandarin Oriental, Six Senses, Rosewood, Waldorf Astoria and more in the pipeline. But before overhauling the similarities between The Peninsula London at Hyde Park Corner and the new Raffles London at The OWO. While both are iconic Asian brands making safety, billion-pound London debuts, the new build Peninsula exudes a fictionless, tech-forward and neutral-toned global style, while Raffles leans into grandiose, masculine Edwardian maximalism. The season's boutique openings also tread divergent paths. The 57-room Broadwick Soho embraces indie-wink whimsy, and was launched by a team of friends led by online gaming founder Noel Hayden, who was inspired by the eccentric 1980s Bournemouth hotel he grew up in. Influential designer Martin Brudnicki (no first London hotel) offered on Hayden and Hayden's magician father for brightly layered spaces dotted with art by the likes of Andy Warhol and



610 Monday, November 27, 2023

LIFE

TRAVEL



Broadwick Soho in London is now to see elephants throughout the hotel, in ways that are subtle and ways that are less so. Photo: Reuters

MAKING AN IMPRESSION ON HEARTS AND MINDS

Mascots are used by every kind of organization, from hotels in London to airlines in India, and they have their own cute and beloved figures

with varying degrees of success. Coffer says.

Most mascots have been created through a process that involves a lot of research and development. The process involves a lot of research and development. The process involves a lot of research and development.

FINANCIAL TIMES

25 Nov 2023

FT Weekend

25 November 2023, November 2023

MY HONG KONG - LUISA TAM

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

Combining history, technology and entertainment would make for a captivating and innovative attraction that sets Hong Kong apart

I had the opportunity to attend the recent 100th anniversary celebration of the Chinese Luk Kook Hong Kong, formerly known as the Luk Kook Hotel, and it was a truly remarkable experience. The hotel, which was founded in 1923 and is known as the "great old house", was a truly remarkable experience.

By combining history, technology and entertainment, the hotel could become a truly remarkable experience. The hotel, which was founded in 1923 and is known as the "great old house", was a truly remarkable experience.

When it comes to providing an immersive historical experience, I am a great believer in the power of technology. The hotel, which was founded in 1923 and is known as the "great old house", was a truly remarkable experience.

They could use the hotel's history to create a truly remarkable experience. The hotel, which was founded in 1923 and is known as the "great old house", was a truly remarkable experience.

Furthermore, they could use the hotel's history to create a truly remarkable experience. The hotel, which was founded in 1923 and is known as the "great old house", was a truly remarkable experience.

Participants would be transported to significant periods in Hong Kong's rich history.

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