



## **W ANNOUNCES THE SEARCH FOR STARS TO SHINE AT W LONDON LEICESTER SQUARE**

***“You better Work!” Ru Paul***

London: 6<sup>th</sup> September 2010 – W London Leicester Square today announces its search for the best UK based talent to be the faces and talent of the hotel. The industry innovator prides itself on premiering the hippest and hottest flagship hotels and a key part of the W global success story are the hotel staff. Set to open in early 2011 to a global audience of jetsetters and London stylists, W London Leicester Square has begun its talent search for the key roles within the hotel. All roles that are up for grabs can be found at [www.wlondon.co.uk/casting](http://www.wlondon.co.uk/casting).

One of the key positions will be the ‘W London Insider’ and W is searching for that special someone who knows London inside out – from the latest places to see and be seen, to those special need-to-know happenings. The Insider is a key hire for all W hotels as a living embodiment of the spirit that has made W so continually current.

To find the W London Insider W has created a W Ultimate Insider team to oversee the process, taking inspiration from W Hotels key passion points of Fashion, Entertainment and Design. The team will be headed up by Kevin Rockey, General Manager for W London, “Our W Insider is a critical role for us as they need to not just love W they need to live W. We need someone that can live up to our calling card Whatever/Whenever as long as it’s legal!”

Kevin Rockey is joined on this search for a W London Insider by;

**J Alexander** – The Ultimate Fashion Insider and star of America’s Next Top Model will be setting a series of style conundrums. Commenting on what it is to be a Fashion Insider “For me it was about observing people in the clubs like Studio 54 for the first time many years ago and going to the Rizzoli book store on West 57<sup>th</sup> Street to look at Italian and French Vogue. Despite not being able to afford the clothes, it allowed me to delve into a fashion fantasy world of my own by creating clothes and coming up with styles and ways that best suited me and my wallet.

“Later in life it was about getting involved in teaching models how to catwalk and sitting in on castings with casting directors and designers. It brought me much closer to the fashion inside by watching some of the worlds most famous designers create some of the most beautiful clothes ‘inside the work rooms’ which is called an ‘insiders look’.

**David Waddington** – The Ultimate Entertainment Insider and co-owner of London’s hippest cabaret joint Bistrottheque. David’s views on what he will be looking for in terms of Entertainment expertise from the W London Insider candidate:

“They go out every-night, they know duchesses and drag queens, they can get a table on Friday at 8pm anywhere, their parties always finish the next day. They watched Leigh Bowery, can dance like Michael Clark, attend recitals at the Barbican and understand the cultural significance of Cheryl Cole. They can tell you what's hot and who's where and who they're with on a Tuesday. Culturally their references need to be broad, high and low, and they need to be aware of major events internationally. They attend first nights, openings, and visit new restaurants and bars within the first 2 weeks of opening.”

**Libby Sellers** – The Ultimate Design Insider and founder of pop up phenomenon Gallery, Libby Sellers comments on what it is to be a Design Insider – “Design goes beyond the materiality of an object or an environment to affect everything we do and feel. Understanding the importance of this and embracing the impact this has on our lives is the first characteristic any design insider must have. It’s not necessarily about the labels – but about the quality of response the design encourages”.

Aspiring stars who think they have what it takes to be the W Insider should log onto [www.wlondon.co.uk/casting](http://www.wlondon.co.uk/casting) and submit an entry.

Stage 1: Log onto [www.wlondon.co.uk/casting](http://www.wlondon.co.uk/casting) to take the W Insider challenge as set by the W Ultimate Insider Team. Opens 6th September – 24th September

Stage 2: Finalists will be contacted on 24th September and set a series of special conundrums by the W Ultimate Insider team. The tasks will be inspired by W’s take on fashion, design and entertainment

Stage 3: Lucky Insider finalists will be grilled in person on 29th September by the W Ultimate Insider team at a secret Central London location and offered a role in the launch of W London Leicester Square. The special W casting will be MC’d by London Insider Jonny Woo.

Other positions available at W London Leicester Square are at [www.wlondon.co.uk/casting](http://www.wlondon.co.uk/casting)

-ENDS-

For further information, images, interviews please contact Samantha Cunnington at John Doe;

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Editors Notes: W Hotels Worldwide® is an innovative contemporary lifestyle brand and the hotel category buster with 34 hotels and retreats in the most vibrant cities and exotic destinations around the world. Inspiring, iconic, innovative and influential, W Hotels provides the ultimate in insider access to a world of “Wow.” Each hotel offers a unique mix of innovative design and passions around fashion, music, entertainment, design, architecture, pop culture, and everything in between. W Hotels are unique and individual expressions of modern living, reflected in the brand’s sensibility to a holistic lifestyle experience with cutting-edge design, contemporary restaurant concepts, glamorous nightlife experiences, and signature spas.