



For Immediate Release

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W HOTELS WORLDWIDE DEBUTS ITS 40TH HOTEL GLOBALLY WITH THE OPENING OF W LONDON - LEICESTER SQUARE

*W London, Located in the Heart of London's Entertainment Scene,
Celebrates the Dual Personality of the Brit*

London, England (February 14, 2011) – W Hotels Worldwide today premieres its newest flagship hotel, [W London-Leicester Square](#), the W brand's 40th hotel globally. Set in the epicentre of London's entertainment scene, W London is situated on the corner of Leicester Square and Wardour Street, nestled between cultural Soho and the world famous square. The building, which was developed by Northern Irish property company McAleer & Rushe, stands 10-storeys tall and is veiled in translucent glass that will change colour according to the time of day, the ambience of the area or happenings within the hotel and city. The opening of W London marks a significant milestone in the W brand's global expansion, coinciding with today's opening of W Taipei.

“London is an important gateway city globally, and the opening of W London has been highly anticipated by us all,” said Eva Ziegler, Global Brand Leader, W Hotels Worldwide. “From New York City, the birthplace of W Hotels, to London – from Times Square to Leicester Square –, this iconic opening is sure to propel the W brand in its continued transformation into a global powerhouse.”

Through W Hotels' unique and distinctive programming, W London is set to become a new scene in the city for both guests and locals alike. The hotel features 192 guest rooms, including 17 suites, three WOW suites and one Extreme WOW suite as well as the UK's first **Spice Market**, a signature restaurant by three Michelin-starred chef Jean-Georges Vongerichten, inspired by the vibrant street life of South East Asia and **Wyld**, a new take on the hotel bar scene run by London-based nightlife gurus, Ignite Group.

W London also features the signature **W Lounge** welcome experience, offering cocktails and bites with a twist on traditional English favourites; **SWEAT**[®], state-of-the-art fitness facility, offering rooftop views of Soho and beyond as well as exclusive images by photographer Marcel Van Der Vlugt; **AWAY**[®] **Spa** with a focus on detox and refuel; a modern **Screening Room** with seating for 38; and **W Studio Spaces** that are dynamic enough to host a cocktail reception, board meeting or cosy dinner. All of this is supported by the W brand's signature **Whatever/Whenever** service philosophy, providing guests whatever they want – from a private fashion show to an insider tour of London's alternative nightlife scene – whenever they want it, as long as it's legal!

“We are thrilled to launch the W brand in the UK with the opening of W London,” said Roeland Vos, President, Starwood Hotels & Resorts, Europe, Africa and Middle East (EAME). “After opening W hotels in Istanbul, Doha and Barcelona, the brand is on track to more than double its footprint over the next three years with further new hotels in prime destinations such as St. Petersburg, Paris and Milan.”

Design - Buttoned Up, Buttoned Down

Taking inspiration from its surroundings, the duality of British culture forms the basis for W London's design concept - Savile Row meets Soho. Amsterdam based design team, Concrete, has crafted an interior to specifically suit the contemporary business and leisure traveller for work and for play. Within the hotel, an attitude of formal day turns quickly into informal night aided by classic design with a contemporary twist and nightlife accents.

W Lounge - Britishness Remixed

The W Lounge is a contemporary expression of British culture, reflecting the duality of the Englishman. The open fires and double-depth modern Chesterfield sofas are complemented by fine British food and drinks - traditional classics reworked with a modern touch. Serving breakfast, all day dining, afternoon tea and with a full service bar, the W Lounge is a perfect space for guests to spend all day and all night.

Wyld - Bringing Rock 'n' Roll back to Soho

Run by the Ignite Group, whose CEO is Matthew Hermer and named after Sir John Wyld, a Victorian entrepreneur who specialised in outrageous large-scale entertainment projects, Wyld brings the wow factor back to central London's hotel bar scene. The music and drinks have been inspired by Rock 'n' Roll London taking inspiration from Soho's musical heritage and featuring a specially curated premium tequila selection, alongside a full service bar.

Spice Market - From New York to London

At W London, three Michelin-starred chef Jean-Georges Vongerichten premieres the sister restaurant of the iconic Spice Market in New York's Meatpacking District. The toast of the New York restaurant scene, Vongerichten has teamed up with Chef de Cuisine Tim Tolley to create bold and tantalising dishes, inspired by the street flavours of South East Asia. Serving breakfast, lunch and dinner, there are 34 seats downstairs available for dining, along with a cocktail lounge and sushi bar. The upstairs area can host 95 guests with an open kitchen and a private dining room that can accommodate up to 40 guests.

Guestrooms - London by Day and Night

W London's guestrooms feature an innovative design with unexpected details, unique to W and never before showcased in a London hotel. This focuses on the changing needs and demands of guests and their desire for a more studio-inspired open space. The 'studio living' concept no longer recognises the bathroom and bedroom as two entirely separate areas, rather as spaces that flow into each other,

though privacy still remains. This design spirit of ‘duality’ continues into the public spaces where huge floor-to-ceiling windows draw in light and frame the architecture of Soho behind them.

Screening Room - The Heart of London Film

Further enhancing W’s passion for entertainment, the 38-seater 3-D state-of-the-art Screening Room is just off the W Lounge, which allows guests to mix and mingle before taking in the newest flick. The screening room is used for exclusive private hire and is sure to become the hottest new venue for small scale premieres.

AWAY Spa - Relax and Detox

The hotel’s AWAY Spa offers a full range of treatments to help guests unwind and recover. Guests can indulge in body treatments, waxing, manicures, pedicures, brow and eyelash tinting and facials. AWAY Spa guests can also access SWEAT, state-of-the-art fitness facility, where guests can book a personal training session or use any of the equipment at their leisure.

W London - Leicester Square is located at 10 Wardour Street, London, W1D 6QF and is now accepting reservations, including group arrivals and event bookings. Rooms start from £269 per room per night plus VAT. For further information and bookings, call W Hotels on 00800 325 25252 or visit www.wlondon.co.uk.

ENDS

About W Hotels Worldwide

W Hotels is a contemporary, design-led lifestyle brand and the industry innovator with 40 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, offering a unique mix of cutting-edge design and passions around fashion, music and entertainment. W Hotels offers a holistic lifestyle experience that is integrated into the brand's sensibility through contemporary restaurant concepts, glamorous entertainment experiences, stylish retail concepts and signature spas. With more than 12 years of proven success, W Hotels is on track to reach more than 50 hotels by the end of 2012. W Hotels and W Retreats have been announced for Paris, St. Petersburg, Guangzhou, Shanghai, Bali, Bangkok, Athens – Astir Palace, and Verbier, among other international destinations. For more information, visit www.whotels.com.

About AWAY® Spa

AWAY® Spas, exclusively developed for W Hotels, provide jetsetters and in-the-know locals with an escape within an escape, a place where the whirlwind of W winds down to allow a detox from a long, playful night out or a refuel for whatever comes next. The AWAY experience blends vivid colors, playful scents, imaginative sounds and energizing light with detoxifying potions used during a mood-boosting menu of recharging and reinvigorating treatments. There are currently eight AWAY Spas around the world, including W Austin, W Retreat Koh Samui, W Retreat & Spa – Vieques Island, W Seoul, W Retreat & Spa – Maldives, W San Diego, W Mexico City, and W Montreal, with six AWAY Spas planned for upcoming W Hotels in London, Bali, Taipei, Guangzhou, Singapore, and Bangkok. For more information, visit www.whotels.com.

About Starwood Hotels & Resorts

Starwood Hotels & Resorts Worldwide, Inc. is one of the leading hotel and leisure companies in the world with 1025 properties in 100 countries and territories with 145,000 employees at its owned and managed properties. Starwood Hotels is a fully integrated owner, operator and franchisor of hotels, resorts and residences with the following internationally renowned brands: St. Regis®, The Luxury Collection®, W®, Westin®, Le Méridien®, Sheraton®, Four Points® by Sheraton, and the recently launched Aloft®, and Element SM. Starwood Hotels also owns Starwood Vacation Ownership, Inc., one of the premier developers and operators of high quality vacation interval ownership resorts. For more information, please visit www.starwoodhotels.com.