

Eden Locke

6th June 2017

Eden comes to Edinburgh

Design-led lifestyle aparthotel aspires to transform the way we eat, sleep and live in the Capital

Locke Hotels, the design-led lifestyle aparthotel, has announced it will open on George Street in the heart of Edinburgh in early July, in a stunning Georgian listed property. Eden Locke will be the brand's second venue, following the successful launch of East London's Lemn Locke in Q4 2016, Locke's first property.

A unique concept, Eden Locke has been curated to meet the needs of the modern traveller, tailored around how we eat, sleep and live. The aparthotel boasts 72 studios, disbursed over six floors, the result of a complete restoration of the historic building. An example of the re-energising of Edinburgh's West End, Eden showcases the integrity of the New Town building's historic fabric, woven with contemporary design and creativity.

Like Lemn Locke, each studio has been intelligently designed to champion modern travel, fusing the comforts & autonomy of residential living with the character, service and amenities of a design-led boutique hotel. The meticulously stylish interiors are the vision of New York architects Grzywinski+Pons. The property's private and public spaces have been created to subtly channel Edinburgh's unique personality; ranging from the spirits offering, artwork, design and uniforms, to the ethos and culture. At the heart of the building is Hyde & Son, Eden Locke's third wave coffee bar by day, and stylish wine and cocktail bar by night, offering a carefully curated selection of wines and artisan spirits.

Eric Jafari, Eden Locke Development's Managing Director and Locke's creator, said: "We're honoured for Edinburgh to be the home of our second Locke. This city is a natural destination for our concept: historic, progressive, creative, understated and dynamic, much like we aspire Eden Locke to be. We aim for Locke to be an effective representation of

Edinburgh – a destination that creatively champions the new & old. While Edinburgh has traditionally been recognised as a historic destination, we believe its creative & entrepreneurial spirit should also be celebrated.

“Our research has revealed that modern urban travellers want more than a comfortable night’s stay. They want to immerse themselves in the local culture and they want their lodging to facilitate this experience, whether it’s for a weekend or a week.”

For further information visit: www.lockeliving.com

Ends

For further information please contact Jenny Ingram, Laura Blyth or Rebecca McNaughton at Stripe Communications on [0131 561 8628](tel:01315618628) or edenlocke@stripecommunications.com

Notes to Editors

About Eden Locke

Opening in July 2017, Eden Locke is a 72-room lifestyle aparthotel located in Edinburgh’s New Town. Eden Locke is shaking up the world of lifestyle accommodation, taking a unique approach to how we eat, sleep and live.

Eden Locke fuses the personality and comforts of an Airbnb with the design, service, social and immersive facilities and amenities offered by a design-led boutique hotel. Guests are not regarded as visitors, but as temporary residents, a part of Edinburgh, its style and culture – whether they are staying for a weekend or a year.

About Locke Hotels

Locke is part of SACO The Serviced Apartment Company. Eden Locke is Locke’s second aparthotel of its kind in the UK, following on from its predecessor, Leman Locke, located in London’s Aldgate, which opened in 2016.

Locke is a future facing concept shaking up the world of lifestyle accommodation. The two properties are lifestyle aparthotels, designed for those who want to stay outside the status quo, and experience the unique and authentic. Each aparthotel immerses you in its neighbourhood’s culture through design-led public & private spaces that connect you to a community of like-minded locals and travellers.

About SACO The Serviced Apartment Company

With over 20 years' experience, SACO is reshaping hospitality with an industry-leading choice of serviced accommodation brands that include SACO Aparthotels, SACO Serviced Apartments, SACO Bespoke Corporate Housing, Locke by SACO, and SACO's Global Supply Chain of over 80,000 apartments in 260 key destinations across the globe.

The company was founded in 1997 and employs over 290 people. SACO believes that apartments offer the modern traveller greater value, autonomy, comfort and space - typically unavailable at traditional hotels.

For additional information, please visit: www.sacoapartments.com