



Q Apartments launch their latest collection of design-led apartments in Baker St, London, in collaboration with Interior Design studio House + Garden.

1. Q Apartments, a global apartment operator, are delighted to announce their latest collection of fully equipped, design-led apartments set in one of London's most sought after neighbourhoods.
2. Developed in partnership with Irish design studio House + Garden, the decadent interiors have been flawlessly executed, showcasing a marriage between modernity and traditional British, homely design.
3. This recently renovated apartment block features a luxury collection of One and Two bed apartments over five floors.

London: Adding to their already expansive portfolio of London properties, Baker Street by Q Apartments are set within one of the City's most archaic and charismatic boroughs. Quietly nestled away on a residential street, in walking distance from local amenities and excellent transport links, Baker Street is a perfect location for Business and Leisure travellers.

Posthumously known as the neighbourhood frequented by fictional character Sherlock Homes, Baker Street holds a special place in the hearts of many British literary enthusiasts. Lesser known, perhaps is the neighbourhood's sterling reputation as a lifestyle destination – moments away from boutiques, restaurants, bars and sprawling green parks to unwind in.

Interiors: Established in 1998, House + Garden is widely recognised as Ireland's leading interiors company. Continually executing an exemplary attention to detail, their chosen scheme for Q Apartments Baker Street merges comfort and exuberance with a practical feel, which maximises the use of space and fulfils the functional needs of the modern-day traveller.

Jessica McElroy, Interior Designer at H+G says:

For Baker Street, H+G have designed the apartments to have an urban contemporary feel which echoes the affluent surrounding area comprising of designer shops and world-renowned eateries.

H+G have created a unique design for the apartments creating a modern city feel with an undertone of sophistication. Pops of colour are introduced in the furniture and soft furnishings which bring an element of vibrance to the overall feel of the space whilst the marble top dining table paired with the faux leather contemporary dining chairs with stitching detail brings an element of refinement to the space.

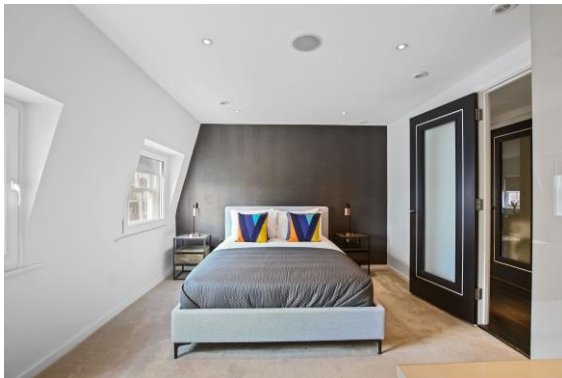
About Q Apartments: Founded in 1996 in Copenhagen, Q International Group is a global leader of serviced apartments. Operating over 2,500 apartments across 3 main markets: London, Copenhagen and Sao Paolo. Q International also has an additional portfolio of over 100,000 apartments through their Q Global Apartments Network.

The company has experienced significant growth rates over the past 20 years, which is attributed to a focus on excellent levels of customer service, a diverse client base and a solid balance sheet which has allowed for constant reinvestment on infrastructure, people and processes.

If you have any further questions about Q Apartments, or additional photo assets please get in touch with Marketing Manager Bryony Rosier at bro@qapartments.com or +44 (0)20 3404 4040.

For more information on Q Apartments, please visit www.Qapartments.com

For more information on House + Garden, please visit www.houseandgarden.ie



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