



**Q Apartments begin their West End takeover – unveiling three properties in London’s thriving Soho district. The company’s latest acquisitions mark the progress of their UK wide expansion in 2021.**

1. Q Apartments, a global apartment operator, are excited to announce the launch of their latest collection of fully equipped apartments, set in three areas of London’s West End – Berwick Street, West Street and Gerrard Place.
2. The apartments are part of a UK wide expansion – testament to Q Apartments’ strength and resilience throughout a trying year for the hospitality industry.
3. The company’s latest acquisitions reflect Q Apartment’s confident prediction of a strong return of leisure travel to the area later this year.

**London:** Whilst many hospitality businesses have sadly been struggling throughout the trying times of the past year, Q Apartments are in a fortunate enough position to have been able to acquire a number of additional properties; adding to their already expansive UK portfolio.

Q Apartments latest acquisitions are located just walking distance from the City’s main transport links; Oxford Circus, Tottenham Court Road, Leicester Square, Covent Garden and of course Charring Cross rail station. Close by to London’s famous theatre and entertainment district; Soho, the latest additions to the Q Apartments portfolio are the perfect base for business and leisure travellers - shoulder to shoulder with some of the City’s biggest HQ’s. With a wealth of nightlife and entertainment venues on the doorstep, there’s no shortage of options for those looking to explore the heart of the City.

**Interiors:** Each apartment comes fully equipped with everything the modern-day traveller needs when they’re in town; from convenient essentials such as washer/dryers and dishwashers to finer details such as fully equipped kitchens and complimentary welcome packs on arrival.

Q Apartment’s Gerrard Place property has been thoughtfully executed by Irish design studio House + Garden – marking the third interior collaboration between both businesses this year.

Peter Hanley, Senior Designer at H+G:

*H+G are excited to have worked on another aspirational scheme for Q Apartments.*

*We wanted to incorporate a mix of contemporary Scandi design with the traditional elements of the building, keeping the overall feel warm and inviting.*

*The furniture selected for the apartments at Gerrard Place brings the whole scheme together using materials like pale oak and white marble to give a bright and welcoming feel to the space, adding accent pieces like the armchairs with a rich navy velvet material and brass frame for added interest and warmth.*

*Overall, we feel the apartments fit perfectly into the vibrant scenes of Soho.*

### **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 Paulo. 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](mailto:bro@qapartments.com) or +44 (0)20 3404 4040.**

For more information on Q Apartments, please visit [www.Qapartments.com](http://www.Qapartments.com)

### **Web Links**

[Gerrard Place by Q Apartments](#)  
[360 Tour](#)

[West Street by Q Apartments](#)  
[360 Tour](#)

[Berwick Street by Q Apartments](#)  
[360 Tour](#)

