

**16 September 2019**  
**Media Release**

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London - 16 September 2019: Today sees the official opening of The Prince Akatoki London, the highly-anticipated inaugural luxury hotel under the newly launched global brand.

Centrally located on Great Cumberland Place in Marylebone, the 5-star luxury hotel, formerly The Arch London, now welcomes guests after a multi-million-pound refurbishment. The hotel blends a refined Japanese aesthetic with a unique sense of Western heritage, creating a one-of-a-kind urban sanctuary.

Mr. Goto, President & Chief Executive Officer, Seibu Holdings, said: "We are delighted to announce we have opened The Prince Akatoki London. This new global brand name bares our flagship brand "The Prince" of Prince Hotels and aims to raise the awareness of Prince Hotels by making full use of the brand value of Prince Hotels in Japan. Akatoki is an old expression of Akatsuki meaning sunrise, before dawn, a new beginning and speaks to a new time for Prince Hotels and Resorts, reflecting our international growth of the business."

Interbrand Australia together with London based B3 Designers have expertly applied The Prince Akatoki brand design principles – natural light, tranquillity, modern Japanese culture and minimalism – to the existing building layout. The timeless facilities include: 82 beautiful guest rooms and suites; TOKii, a Japanese inspired restaurant; The Malt Lounge & Bar, a sophisticated late-night destination.

### ***Arriving at the urban sanctuary***

Upon arriving at the luxury hotel, guests are greeted with refreshing, light muted interior décor of washed natural timber with warm accents; and a striking feature vase by renowned ceramicist, Adam Ross which adorns a refined metal backdrop by Anka Metal Coatings.

Stylish individual circular pods serve as intimate check-in stations where guests first experience Japan's unique approach to personalised hospitality.

An adjacent sanctuary blends sleek dark timber, discreet metallic lighting, traditional Japanese joinery and furniture designed by leading innovative designers, B&B Italia; providing a calm area for those looking to reflect and contemplate at the start or end to each day.

## ***Tranquil rooms and suites***

Showcasing a light and minimalist aesthetic, the 82 rooms and suites size up to 58m<sup>2</sup>. Sleek timber beds, low side tables and slender lighting by Stellar Works and Muuto bring each tranquil space to life.

The focal point of each room upon entering is the beautifully painted fusuma panel-inspired wall hangings in soothing cream, pink and red hues, synonymous with Japanese traditional interior design. Touchpoints including soft white walls, Japanese inspired lamp desks and simple, yet beautifully detailed mirrors complement the space.

## ***A destination restaurant and an intimate bar opening October 2019***

The Prince Akatoki London will equally welcome a brand-new destination dining restaurant, TOKii. Guests will enjoy the restaurant seated at Japanese-inspired banquettes and traditional seating by Furniture Fusion or by the stylish sushi counter, showcasing a Basalt brick front and imposing concrete countertop.

A feature liquid metal wall, created by Anka Metal Coatings, presents a bespoke ocean-inspired mural. Populating the dark timber joinery, blackened cladding and timber screen divides the space, transforming the restaurant from a welcoming dining location to an intimate night-time hotspot for discerning foodies across the capital.

The Malt Lounge & Bar will provide the perfect backdrop to indulge in a vast selection of Japanese teas during the day and a rare Japanese Whiskies and Sakes in the evenings. Chic leather and wooden seating by Atlanta-based maker Skylar Morgan, tables by luxury design company GUBI, elegant wood-clad walls and floor as well as sliding fusuma panels enhance the space.

Mr. Simon Wan, President & Director, StayWell Holdings said: "The new hotel, will see travellers experience five-star luxury hospitality with service performed from the heart, inspired by Japan and amenities that reflect key elements of the unique, refined and generous Japanese hospitality and culture. We look forward to showcasing the new hotel to our discerning local and international guests".

The Prince Akatoki London is the first property to open under the newly launched The Prince Akatoki brand. TOKii and The Malt Lounge and Bar will officially launch in October, later this year.

For more information or reservations, please visit: [theprinceakatokilondon.com](http://theprinceakatokilondon.com)

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Notes to editors:

Name: The Prince Akatoki London

Opening date: 16th September 2019

Address: 50 Great Cumberland Place, Marble Arch, London W1H 7FD

Number of rooms: 82

Size of rooms: 21m2 - 58m2

Other facilities: Destination restaurant and bar, meeting rooms, fitness room

### **About StayWell Holdings:**

One of the largest hotel management groups in Asia Pacific, StayWell Holdings, and its parent company Prince Hotels Inc., offers a diverse portfolio of properties across a combined network of 74 open and operating hotels worldwide. Prince Hotels & Resorts and StayWell's combined brand offerings include The Prince Akatoki, The Prince, Grand Prince Hotel, Policy, Park Regis, Prince Hotel, Leisure Inn Plus, Prince Smart Inn, and Leisure Inn. Each brand offers guests quality experiences ranging from luxury to lifestyle through to midscale. Prince Hotels & Resorts and StayWell have set a strategic goal to deliver 250 hotels in the medium to long term. The expansion of both company brands will take place across the regions of Australia, New Zealand, Southeast Asia, Asia, Japan, Taiwan, Oceania, the Middle East, Europe and the United States. Prince Hotels operate a combined network of 49 hotels, 31 golf courses and 9 ski resorts. StayWell has an existing network of 25 open and operating hotels and a further 16 hotels that are committed and opening over the next few years. In addition, StayWell has two key strategic partners being Manhattan Hotel Group in China (19 hotels) and Cristal Group in the Middle East (11 hotels).

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