

# LUXURY TRAVEL ADVISOR

## The Londoner: A “Super Boutique Hotel” in the Heart of London



*(Andrew Beasley)*

Looking for a chic London hotel located in the center of all the action? Well, [The Londoner](#), which opened in October of 2021 right on Leicester Square, may just be what you’re looking for. Owned and operated by Edwardian Hotels London, the property has a distinct British feel to it, although with a much more contemporary style and vibe.

The 16-story “urban resort,” designed by Yabu Pushelberg, has 350 guestrooms and suites, including 35 suites and a Tower Penthouse, as well as six F&B outlets, a spa (dubbed “The Retreat”) and more. Pretty cool: Playing off the hotel’s location in London’s West End, there are two private screening rooms available to guests.

During our stay in the fall, we found the dining to be a standout at The Londoner. Be sure to visit both 8 at The Londoner and Whitcomb’s. The former is an izakaya-style rooftop bar serving imaginative cocktails, Japanese whiskeys and wines, alongside equally creative (and tasty) small plates designed for sharing. The Baby Chicken, roasted with lemon and miso butter; Lobster Tempura with ama ponzu; Seared Beef Gyoza Tacos with truffle chilli dressing; and Beef Tataki with black truffle ponzu were stellar. Guests can also sample Japanese Grade A5 Wagyu in the form of gyoza tacos, tataki or served with Gorgonzola dolce crème. Be sure to make reservations at least a week in advance, especially for larger groups. Guests can select from bar seating, the lounge and the Shima Garden—suspended eight floors above the courtyard below. Note: DJs play every weekend at 8 at The Londoner from 7 p.m. until midnight.

<https://www.luxurytraveladvisor.com/hotels/londoner-super-boutique-hotel-heart-london>



*The Londoner, located on Leicester Square, is an “urban resort” designed by Yabu Pushelberg. (Adrian Houston)*

Whitcomb’s, on the other hand, is the French Mediterranean restaurant located just off the lobby, open for all three meals, as well as pre-theater dining. The dinner menu is the highlight. While we’re sure you couldn’t go wrong anywhere, we would recommend the Tarte au Fromage—crisp pastry with thyme, garlic, caramelized onion and Gorgonzola foam — to start. We then opted for the Bœuf au Poivre with a side of Haricots Verts served with garlic and mint butter; these may have been the best vegetable we’ve had anywhere. Save room for dessert, too; our server recommended any from the beignets, mille-feuille and tarte tatin.

In addition to the above, The Stage is the champagne lobby bar that presents itself in three “acts”—a morning champagne breakfast accompanied by fresh patisseries; a champagne afternoon tea with more pastries, sandwiches and loose-leaf teas; and a full cocktail and drink menu at night served alongside snacks, small plates and charcuterie. There are live music performances four days a week; times vary depending on the day.

Tip: Guests only may go beyond the (literal) stage, upstairs to The Residence, which is split into The Y Bar, The Drawing Room and The Whisky Room. Available exclusively to hotel guests, this area offers complimentary antipasti, soft drinks, tea and coffee throughout the day and evening, as well as a complimentary breakfast. Full bar service and a dining menu are also available. Pretty cool: At The Whisky Room, you will find a selection of rare labels, which you can purchase by the ounce or bottle. Should you purchase a full bottle, the hotel will store it in a locker, and you will receive the key, so you can open it up and enjoy it upon your next visit.





*Refuel is the superfood and drinks bar designed to complement the treatments at The Retreat—The Londoner’s underground spa. (Andrew Beasley)*

The last F&B venue is Joshua’s Tavern, a gin-focused bar that opens right onto Leicester Square. If you’re a fan of gin and tonics, this is the place to be.

Perhaps following a busy day exploring London, or after a late night at seeing a show, be sure to visit The Retreat. The underground spa is home to a swimming pool, hydropool, sauna, steam room, cabanas and several treatment rooms for facials by Omorovicza, massages by Ila, body treatments by Ishga and men’s treatments by Gentlemen’s Tonic. The Londoner is also home to one of the more impressive gyms we’ve seen in a hotel; guests can expect Technogym equipment. Personal training services are also available. Guests can additionally make use of hair and beauty salons. Refuel is the superfood and drinks bar designed to complement the treatments at The Retreat.

Good to know: Guests receive complimentary access to the spa, but a time slot must be reserved in advance. Children are allowed during specific hours. Be sure to book at least a week in advance, or upon arrival, for treatments.

We were big fans of the décor throughout the hotel—particularly in the guestrooms, which were modern British. Our room was No. 447, a Junior Suite, which is a great space for a couple. All rooms come with king beds, velvet lounge chairs, a Smart TV, Toto toilets in the bathroom and a Smart TV, along with several other handy amenities like a Bluetooth speaker, an umbrella (always important in London), East India Company fine teas and marmalade biscuits, and international travel plugs.



*Leicester Square offers access to a myriad of theaters and museums and is in close proximity to both the stylish Soho and Covent Garden neighborhoods. (Getty Images)*

Fun Touch: Rooms also come with a pair of opera glasses—to better enjoy your city views, and just one more way the hotel connects to its location.

When you reach the Corner Suite room category, guests also receive a 24-hour host, VIP in-room check-in/out and more. In addition, there are the Capital Suites, the 1,280-square-foot Signature Suite and the 2,152-square-foot Tower Penthouse Suite. While the last of those will offer the most perks (think two floors of space, Rolls-Royce airport transfers, a selection of Miller Harris amenities and scents to take home, exclusive use of the VIP entrance and Olivia von Halle silk pajamas, also to take home), we personally liked the Signature Suite more. Especially if you're traveling with a larger group, this room's layout is much more conducive to hosting people; it also has the best views of the city. If you don't need all that space the Capital Suites (located on the hotel's corners, Nos. 323, 423, 523 and 623), are the way to go.

As for the Penthouse Suite, however, it can be booked on its own (Room No. 924) or alongside the Tower Suite (No. 824). The Signature and Tower Penthouse Suites also come with a fully stocked drink trolley, according to guest preference.

Tip: The Tower Penthouse Suite, Signature Suite and Capital Suites all have facilities for in-suite entertainment, including mixology and private dining, should that be of interest to guests. In-room spa treatments are also available across the range of rooms and suites.

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*The Londoner is a member of Preferred Hotels & Resorts Legend Collection. It has 350 guestrooms and suites. (Matt Turner)*

If you're looking for outdoor space during your stay, select rooms on the second floor (Nos. 214, 237, 238, 241 and 243) offer access to the semi-public courtyard. This space currently isn't being used by the hotel but isn't closed off to guests. Interior rooms on this floor have sliding doors that offer direct access.

Note: Since rooms have only a king bed, there are plenty of connecting rooms that families can make use of. Typically, the rooms at the corners of the buildings can be used on an individual basis, or they can be combined to make two- or three-bedroom suites with an external door leading to the hallway. There are seven different combinations of suite possibilities, so be sure to find out which setup is best for you.

Since the hotel is still pretty new, it's tough to say when the busiest season is but we were told there was a big uptick in international arrivals during summer and fall 2022 (in fact, the hotel

was running near full capacity). If you're looking to stay during a time that coincides with a major event in the city, be sure to book sufficiently in advance.

About one-quarter of the hotel's guests were American in 2022 but that number is expected to rise in 2023—especially as word gets out.



*The Stage is the champagne lobby bar that presents itself in three “acts”—a morning champagne breakfast; a champagne afternoon tea; and a full cocktail and drink menu at night. (Matt Turner)*

If you're looking for experiences off-property, the concierge will be able to assist, no matter the request. They will help put together day trips and excursions, such as to exhibitions at the V&A Museum or tours of Kew Gardens, educational walking tours across Westminster, including the Royal Parks, surprise wedding proposal setups, private luxury transfers, VIP theater tickets and restaurant reservations.

Good to know: The Londoner is a member of Preferred Hotels & Resorts Legend Collection. Luxury travel advisors may contact the hotel via [reservations@thelondoner.com](mailto:reservations@thelondoner.com); travel advisors looking to book a suite may additionally call +44-20-7451-0102.