

LEGEND<sup>SM</sup>

Preferred

HOTELS & RESORTS

## The Newman Joins Preferred Hotels & Resorts' Legend Collection

*A new 81-room luxury hotel in the heart of London's Fitzrovia set to open in Spring 2025*



*L-R: Paul Brackley, Brenda Collin, Oliver Milne-Watson*

**NEW YORK, NEW YORK, U.S./ LONDON, U.K. - May 2024:** One of London's most anticipated new hotels, The Newman, has joined [Preferred Hotels & Resorts'](#) prestigious [Legend Collection](#) ahead of its opening in Spring 2025. Launched in 2015, the Legend Collection is globally sophisticated, culturally refined, and promises unforgettable guest experiences. Featuring exquisite accommodations, stellar and intuitive personal service, renowned dining, and exceptional spas in the world's most remarkable destinations.

The first hotel under hospitality management company Kinsfolk & Co, The Newman will fit effortlessly into the creative village of Fitzrovia in central London, where the culture of Bloomsbury meets the style of Soho. Refined and timeless thanks to its design by Pernille Lind and Richy Almond of Lind + Almond, the contemporary hotel will feature 81 guest rooms and suites. The rooftop floor offers a signature suite with a private terrace, dining, relaxation, and wellness space including sauna. When booked as a whole, this exclusive floor consists of a four-bedroom suite. Other amenities include a European brasserie seating 120 customers, a lower ground cocktail bar and two private event and dining rooms, as well as a spa occupying

one floor of the building. Features include hot and cold experience cabins, an active salt therapy room, a hydrotherapy pool, in addition to treatment rooms, a meditation studio and a gym.

“I am delighted to announce The Newman’s partnership with Preferred Hotels & Resorts. Crucially, they are aligned with our values and vision as an independent operator and committed to a thoughtful level of service, both to our guests and teams alike” said Oliver Milne-Watson, General Manager of The Newman. “This significant step forward marks our commitment to excellence as we gear up for our forthcoming launch in Spring 2025. We look forward to sharing more of The Newman, and the creative Fitzrovia neighbourhood in which we are located.”

“We are thrilled that The Newman, Kinsfolk & Co’s first hotel, will partner with Preferred Hotels & Resorts, as part of their prestigious Legend Collection” said Paul Brackley, Founder & CEO of Kinsfolk & Co. “We look forward to offering elevated and considered experiences for our valued guests. Through our esteemed new partnership, we have gained access to a range of strategically advantageous solutions as hotel operators, including enhanced brand prestige and global operating scale.”

"We are delighted to welcome The Newman to our prestigious Legend Collection. Kinsfolk’s reputation for quality and excellence makes their choice of Preferred Hotels & Resorts especially gratifying," said Brenda Collin, Executive Vice President of Europe for Preferred Hotels & Resorts. “As a luxury soft brand, we bring a wealth expertise to hotel openings, ensuring that our partners achieve a successful launch with global visibility and reach."

Preferred Hotels & Resorts - the world’s largest independent hotel brand with a global portfolio of more than 600 distinctive hotels, resorts, and residences in over 80 countries - brings strategic advantage to hotel owners, operators, and management companies through brand reputation and global operating scale, supporting the goals of its member hotels through strategic group, corporate, and leisure sales, integrated marketing solutions, comprehensive revenue management, global connectivity through reservations services, progressive distribution technology, and personalised guest support. Every property within the portfolio is required to maintain the quality standards and unparalleled service levels required by the Preferred Hotels & Resorts Integrated Quality Assurance Program. Through its global collections, the independent hotel brand connects travellers seeking hotel experiences authentically connected to their surroundings and can provide unique hospitality experiences that meet their preferences for each occasion.

For more information on both The Newman and Preferred Hotels & Resorts’ Legend Collection, please visit: [www.preferredhotels.com](http://www.preferredhotels.com).

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