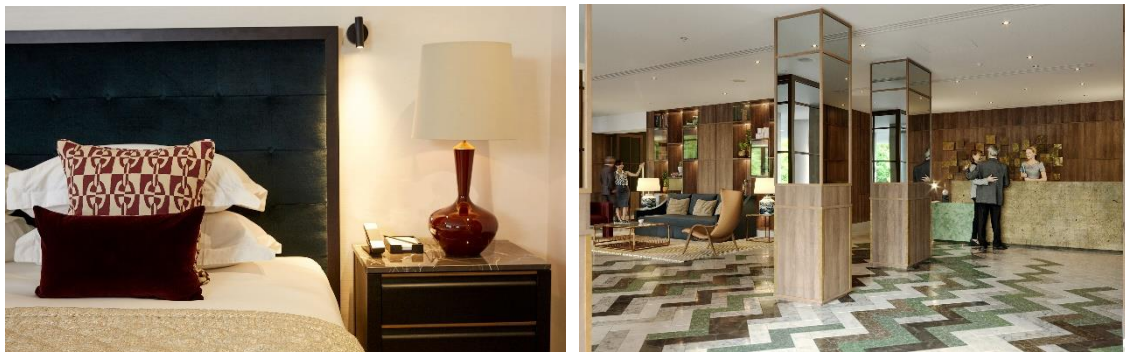




Cheval Gloucester Park Opens February 2020, West London

Serviced apartment residence set to be Cheval Collection's new flagship property



2019 [Cheval Collection](#), the luxury hospitality company with serviced apartment residences across London, is delighted to announce that [Cheval Gloucester Park](#), Kensington will re-open from 1st February 2020, following two years of full-scale multi-million pound refurbishments.

The luxury all-apartment residence, which will become the collection's iconic west London property, will be available to book for any length of stay, from one night to one year or more and the 98 beautifully appointed and fully-equipped apartments, spread across 10 floors, are ideal for both leisure and business. Cheval Gloucester Park will feature a combination of one, two and three bedroom apartments, as well as three spectacular five-bedroom penthouses on the upper floors, aptly named Gloucester, Cromwell and Kensington. The 232m² penthouses boast uninterrupted views over Kensington and towards the city.

The building was stripped back to brick by architects [3D Reid](#) and Cheval's design team has collaborated with London based design studio [1508](#) on the complete interior re-design of Cheval Gloucester Park, with a focus on 1920s London. Guests will benefit from a modernised design and upgraded features, including a beautifully renovated ground floor reception, a new 12-seater 'cinema room' for film screenings and private bookings as well as an enlarged fitness centre, with equipment from Precor including a treadmill, elliptical and stationary bike, amongst others.

1508 has focussed on creating a connection to the setting of the building and the relationship to its urban context. There is an interplay between classic and contemporary design styles, with the transition between spaces and the enhancement of light and reflection taken into consideration. The welcoming and open marble-floored grand entrance will be home to a living room and reading areas, for guests to use socially, as well as a spectacular reception desk complete with a metallic liquid metal finish. Each stylish apartment, with forest green and navy blue tones together with gold accents, has been designed to make guests feel instantly at home. Every detail has been carefully considered to create the ultimate luxury experience, from the Lee Broom pendant lights, coffered ceiling lighting, Porta Romana table and floor lamps, Gubbi chairs and Hermes fabrics to the timber floors, Nespresso machines, Miele kitchen appliances, and underfloor heating in the marbled bathrooms.

Cheval Gloucester Park is delighted to announce that in celebration of the re-opening, it has commissioned bespoke artwork to feature across the residence. All artwork featured on the ground floor will be original pieces, which will form a private gallery and include a combination of painting and metal pieces. A number of the pieces will depict the heritage of the area, such as a spectacular creation of T.S. Eliot, who served as a churchwarden at St Stephen's Church on Gloucester Road.



Artists featured will include Sophie Derrick, who photographs the act of painting onto her own skin before painting on top of the photographs to create a layering of image of paint and painted image. Photographer Matthew Farrar's work will also be present, displaying how the mind processes images, and the deconstruction of structure into abstract patterns and form. Equine photographer Astrid Harrisson and Aili Schmeltz, who culls from a wide array of architectural and design iconographies, reducing and remixing them in paintings and sculptures to question their ideological underpinnings, have also been commissioned by Cheval. Sculptor Rod Mireau, with sculptures forming a balance between the organic and the geometric while playing with gravity and scale, and Heidi Lanino, paying tribute to works of the past and how they inform the present, will complete the collection of artists carefully selected by Cheval Gloucester Park to greet guests on arrival.

George Westwell, CEO of Cheval Collection, said: 'The entire team at Cheval Collection is extremely excited about the re-opening of Cheval Gloucester Park and this chic, modern and welcoming property will be a testament to the Cheval brand, our flagship property in West London. The apartments are superbly located, just moments from the Royal Parks, the Victoria & Albert

Museum, the Royal Albert Hall and buzzing South Kensington, with easy access to public transport from Gloucester Road Underground station, and the Residence has secure underground parking available.

A number of loyal guests have long loved the residence and we are very much looking forward to showcasing the re-imagined property to both our longstanding guests and guests that are new to serviced apartments. The dedicated team at Cheval Gloucester Park, led by General Manager Allison Mitchell, is poised to welcome guests through the door from February 2020 with a commitment to maintaining our 5.0 rating on TripAdvisor.'

Cheval Gloucester Park shares the same ethos and level of service rarely enjoyed outside the world's finest hotels, offering a 24 hour concierge service to support any guests' needs - from making personal travel arrangements and taking care of laundry to organising a chef to come in and cook in the apartments' fully equipped kitchen - to weekly maid service and linen and towel change. Furthermore, guests receive a welcome amenities hamper on arrival, including all the basics and a few luxuries required for their stay. Guests of Cheval Gloucester Park will also be able to choose from a number of additional services during their stay. Cheval Collection has recently collaborated with [La Belle Assiette](#), the UK's leading chef service, to offer guests the opportunity to book a private chef in the comfort of their own apartment. Guests can also choose to have delicious dishes delivered direct to their apartment from restaurants with Night Room Service, arrange a selection of in-apartment spa treatments and fitness activities with [Viva Therapies](#), and take luxury transfers in BMW 7 and Mercedes S-Class with [ARP Cars](#). Welcoming solo travellers, couples, families and pets, Cheval Gloucester Park offers welcome amenities for children and four legged friends receive comfortable beds, water bowls, mineral water and treats.

Cheval Gloucester Park joins seven additional serviced apartment residences in London and offers a stylish, spacious and private alternative to hotels. With a beautiful collection of serviced apartments, townhouses and penthouses in some of London's most prestigious neighbourhoods, all just moments from key travel networks and transport links, Cheval Residences offers more than just a home and makes life blissfully easy for guests.

One bedroom apartments will start from £350 per night for a one bedroom apartment. For further information about Cheval, visit www.chevalcollection.com

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About Cheval Collection

Cheval Collection is an award-winning hospitality company specialising in high quality serviced apartments worldwide. The collection includes the Cheval Residences and Cheval Maison brands, as well as Cheval Partnership Sales, a one-stop service helping Cheval's clients book serviced apartments in cities around the world. Cheval Collection has extensive expertise and resource available to take on new projects, from inception to opening alongside support functions across the business, from technical services, operations and facilities management, to revenue and reservations, human resources and sales and marketing.

Social Handles

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