



Cheval Collection announces London expansion

A boutique collection of luxury apartments set to open in the heart of Kensington

(January 2021) [Cheval Collection](#), the luxury hospitality company currently with serviced apartments across London and Edinburgh has announced expansion in London as part of a long-term strategic vision for growth. From Spring 2021, Cheval Collection will have a stylish and luxurious additional property consisting of 30 apartments at Cheval Lexham Gardens. This follows Cheval's expansion into Edinburgh, which took place in July 2020.

The all-apartment residence, which will be a luxury, state-of-the-art contemporary, and boutique West London property, will be available to book for any length of stay, from one night to one year or more. The 30 beautifully appointed and fully equipped one- or two-bedroom apartments, spread across six floors, are ideal for relocation, leisure and business.

'Racing Green', 'Luxurious Glamorous Red' and 'Cool Neutral Equestrian' will be the three slick and stylish creative themes, honing in on the quintessentially British history of the South Kensington property. Cheval Lexham Gardens was stripped back to brick by contemporary architects [Guarnieri Architects](#) and Sally Sneddon's Fife based design studio [Mojo Designs](#) provided plans for the complete interior design, which includes spectacular murals, leather belt-strap headboards and gorgeously cosy kitchen window seat snugs. Guests will benefit from modernised finishes and features including a beautiful ground floor reception, a landscaped atrium garden and a state-of-the-art fitness centre, with equipment from Precor including a treadmill, elliptical and stationary bike, amongst others.

George Westwell, CEO of Cheval Collection, said: 'The entire team at Cheval Collection is extremely excited about the opening of this brand new residence. The apartments are superbly located, just moments from Royal Parks, The National History Museum and vibrant Kensington, with easy access to public transport from Gloucester Road Station. This is an innovative development - the quality of the build and its high-tech fittings and interiors mirror the high standards of the Cheval brand. During 2020, we saw a 27% increase in our property inventory - we announced the expansion of the Cheval

brand in Scotland with three new properties: Cheval The Edinburgh Grand, Cheval Old Town Chambers and Cheval Abbey Strand Apartments at Holyrood. This year, Cheval Old Town Chambers will see an additional 25 apartments join the 50 we already operate. Being able to develop and grow even further in the UK with Cheval Lexham Gardens and Edinburgh is testament to the strength of the brand. Whilst 2020 has brought challenges for many, I am amazed at Cheval's ability to adapt and grow. We have led the way in hospitality for over 39 years and I'm confident with our expansion, our loyal customer base and our strategic visions, this will continue through 2021."

Cheval Lexham Gardens joins eight 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 £260 per night. 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.

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