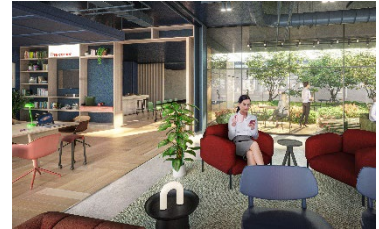




Cheval Collection Launches New Urban Brand



February 14 2022: Cheval Collection, the serviced apartment specialist with properties across London and Edinburgh has announced the launch of an exciting new urban lifestyle accommodation brand called MY Locanda.

MY Locanda properties will offer stylish, design-led, fully equipped apartments in vibrant cities around the world where guests can be immersed in the heart of the local community.

Each MY Locanda property will be curated to reflect its local area and will be a hub for both the local community as well as guests, with distinctive retail and creative activities to appeal to both residents and travellers. This new urban brand will appeal to those with an independent, youthful mindset travelling for leisure or business. The brand will cater for solo travellers, families and groups of friends keen to find a stylish city base where they can feel part of the local environment. Longer stay residents could include students, individuals relocating for business reasons or simply those wanting a regular address in the city.

A typical MY Locanda property will be made up of studios, studios with sofa beds and one-bedroom apartments. These will range from 25 and 30 sqm studios to 40 sqm one-bedroom apartments. Apartments will also have fully equipped kitchens and washing machines and will be cleverly designed for multifunction use.

Spacious ground floor communal areas will be ideal for both co-living and co-working including high-speed Wi-Fi, dedicated spaces for business meetings and calls as well as food, drinks and essentials from MY Grab&Go and a functional fitness studio. A 'Wall of Curiosity' will allow guests and residents

the chance to borrow and loan items sourced from the community during their stay. The spaces will all be social media friendly, with live feeds on display throughout the property.

Announcing the launch of the new brand, Mohammed S Almarzooqi, managing director for Cheval Collection Ltd said: "In December 2018 we announced our vision for Cheval Collection to expand beyond key cities in the UK and to take on new management contracts both in the domestic and overseas markets. The launch of our exciting new brand, MY Locanda, demonstrates that vision coming to life, and we are already talking to many developers and investors about future locations."

Cheval Collection's Chief Operating Officer, John Philipson, added: "MY Locanda is a perfect complement to Cheval's existing brand offering, giving us the scope to deliver an exciting new concept that responds to and anticipates changing traveller behaviour. Each new property is designed to reflect the mood and personality of its surroundings and will be enhanced by up-to-date technology and superior service."

MY Locanda will be the third brand within the wider Cheval Collection. Cheval Maison, the second brand, joined Cheval Residences when it launched in 2019. The first operational property, Lexham Gardens by Cheval Maison, opened in July 2021, and will be followed by a Cheval Maison in Frankfurt due to open in 2023.

For further information about MY Locanda visit www.mylocanda.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, Cheval Maison and MY Locanda brands. 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.

About MY Locanda

[MY Locanda](#) is an innovative creative new urban hospitality brand from serviced apartment specialists Cheval Collection which will be deeply grounded in its location and population. MY Locanda properties will offer stylish design-led, fully equipped apartments in vibrant cities around the world where guests can be immersed in the heart of the local community. MY Locanda will appeal to those with an independent, youthful mindset travelling for leisure or business. The brand will cater for solo travellers, families or groups of friends keen to find a stylish city base where they can feel part of the local environment. Spacious ground floor communal areas will be ideal for both co-living and co-working spaces with high-speed Wi-Fi, food, drinks and essentials, as well as dedicated spaces for business meetings and calls.

Social Media Handles

Cheval Collection

Twitter – @Cheval_Global

Facebook – @ChevalCollection

Instagram - @chevalcollection

LinkedIn – [linkedin.com/company/cheval-collection](https://www.linkedin.com/company/cheval-collection)

MY Locanda

Instagram - @mylocanda

Facebook - @mylocanda

Twitter - @mylocanda

LinkedIn – [linkedin.com/company/my-locanda](https://www.linkedin.com/company/my-locanda)