

Nobu Shoreditch

The vibe Europe's first Nobu
hotel combines Oriental luxe
with accents of Shoreditch
cool – East meets East End.
The clientele As befits its
position in London's creative
district, there's directional
facial hair aplenty, but a WestEnd crowd descends for dinner.
The mod cons The gold

washbasins, exclusively made for the hotel by Swiss company Laufen, are stars of the cosy but impeccably appointed rooms.

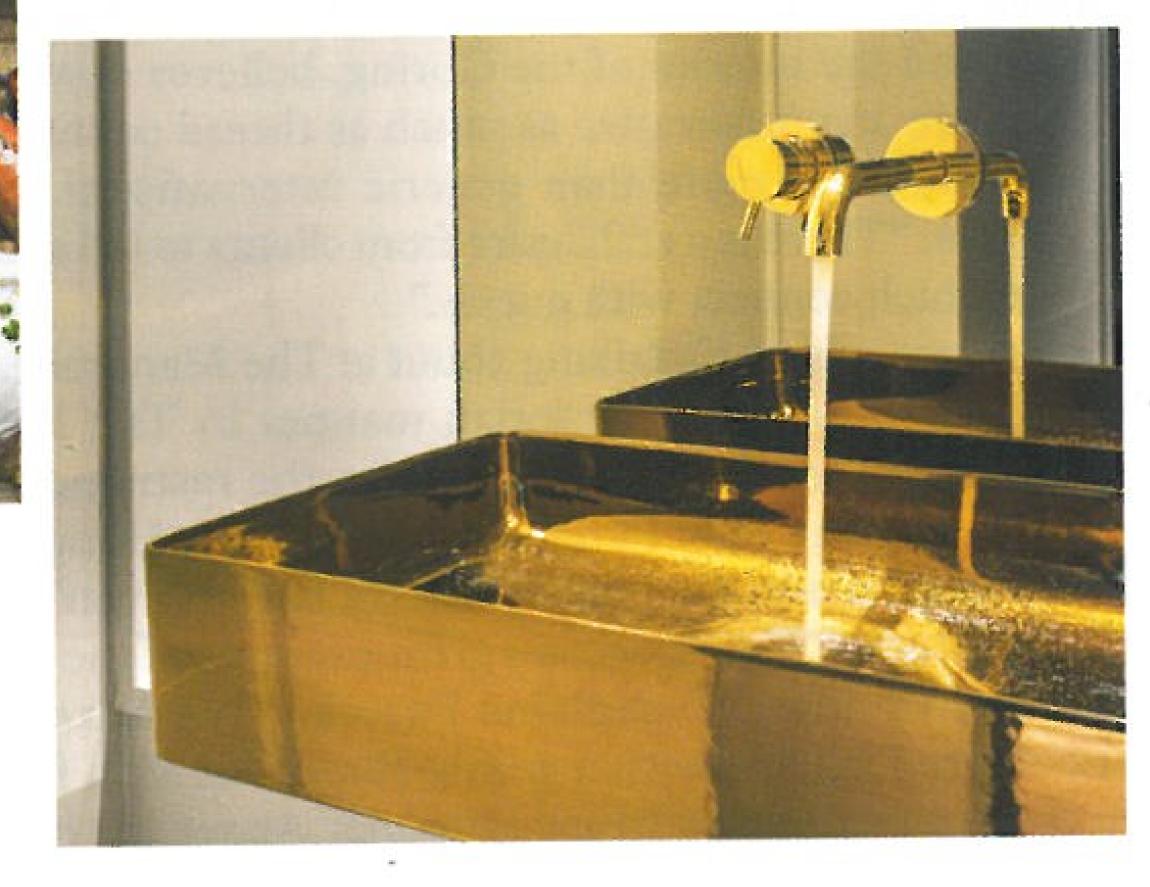
The USP The Japanese breakfast – a playful take on a full English – is hands-down the most visually pleasing hotel repast we've eaten.

They say "Understated, sophisticated, social. That's the Nobu look and you can find it throughout – from the lobby lounge, designed as a unique neighbourhood hang-out, to the tranquil guest rooms" – Carolynne Shenton, Studio Mica nobuhotelshoreditch.com





Above, left and below Nobu Shoreditch takes its design cues from the local neighbourhood; the full English is turned into art; bathrooms get the Midas touch



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