

The Standard

London

The Standard, London



The Most Powerful Brand in the Boutique Hotel Business

OUR STORY

The simple premise behind The Standard is that it is anything but. Founded in 1999, the goals of every Standard are to up the aesthetic stakes and defy convention while attending to every detail, embracing our local communities, providing a welcoming and inclusive environment for our teams, and, of course, delivering a smashing good time for our guests.

The Standard's unique sensibility and voice, combines with careful consideration of design and service to deliver experiences that define neighborhoods and create destinations renown globally.

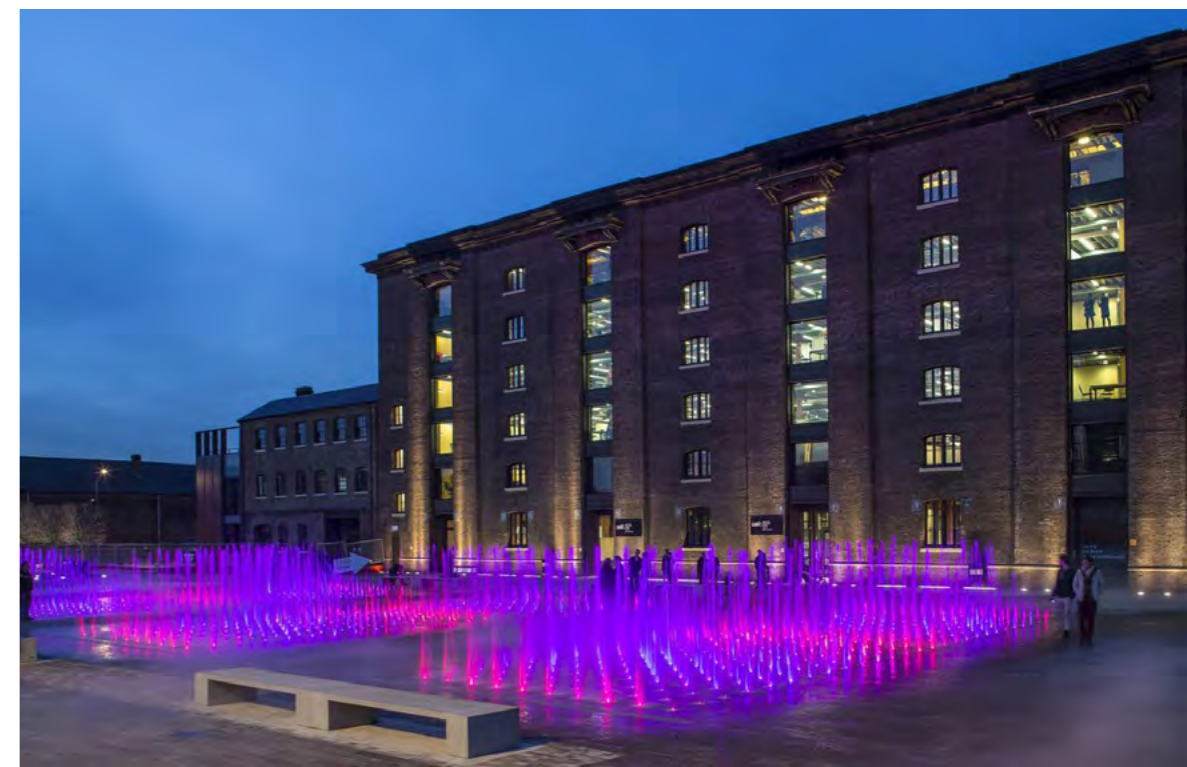
We believe in hospitality fueled by culture. As we take The Standard to new markets around the world, we retain and enhance our mission of creating hotels layered with personalities, collaborators, and amusements from culinary and nightlife to retail and wellness that surprise and delight our guests.

The image shows the interior of a restaurant or lounge. In the foreground, there is a round wooden table with a geometric pattern, set with white plates, silverware, and a lit candle. The table is surrounded by red upholstered chairs. In the background, there is a bar area with a red wall and a large wooden sculpture of a person's head and shoulders. The ceiling is dark with a patterned design, and there are various pendant lights and wall sconces. The overall atmosphere is warm and modern.

London

THE FIRST INTERNATIONAL

Housed in the former Camden Town Hall Annex in London's thriving King's Cross neighbourhood, the 1974 Brutalist building has been meticulously restored and sets the perfect stage for The Standard's first hotel outside America. The Standard, London has 266 rooms in 42 unique styles ranging from Cosy Core rooms to terraced suites with outdoor bathtubs overlooking St Pancras station. The lobby lounge, with a carefully curated library pays homage to the building's original use, with a Sounds studio hosting weekly live music and talks. Executive Chef Adam Rawson's street facing bar, Double Standard, offers lunch, happy-hour and casual drinking and dining, while his garden restaurant, Isla, features a seasonally-driven, coastal inspired menu. Board the street level, exterior red lift directly to the 10th-floor where Chef Peter Sanchez-Iglesias' restaurant, Decimo, showcases his live fire cooking and the building's 360-degree views of London.

































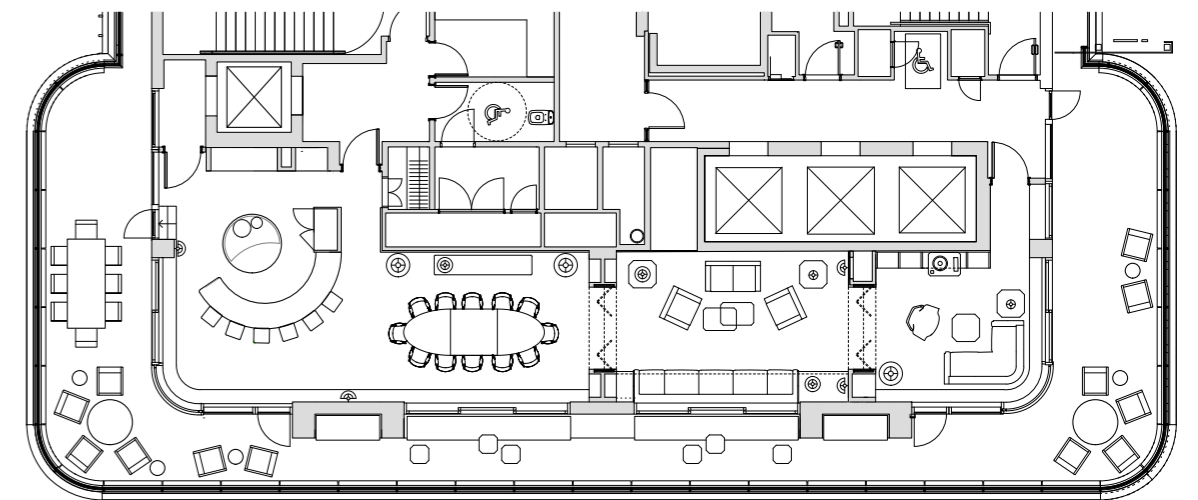






Capacity
80 Standing
20 Seated

Features
Wraparound Terrace
Stand-out kitchen
Vinyl library and record player
Sound System
Room is Divisible
HD Plasma TV









Capacity

Townhouse North
Boardroom: 12
Theatre: 20
Standing: 20

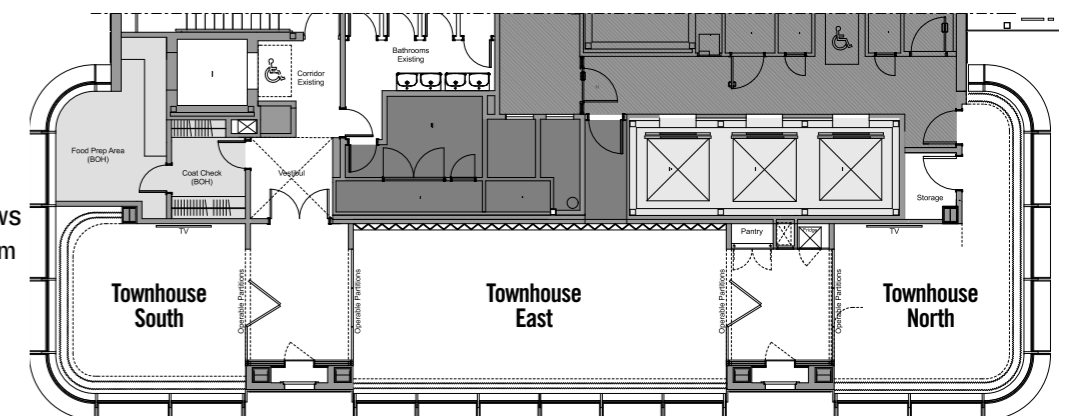
Townhouse East:
Boardroom: 18
Theatre: 40
Standing: 40
Classroom: 16

Townhouse South:
Boardroom: 12
Theatre: 20

Exclusive hire:
100 Standing

Features

Floor to ceiling windows
HD Plasma TV in each room
Sound system
Flexible layouts
Rooms are divisible











The Standard, High Line
Above the High Line – est. 2008
The Standard, East Village
The Village Standard – est. 2013

The Standard, London
The London Standard – est. 2019
The Standard, Dublin
– Coming 2024

The Standard, Brussels
– Coming 2025

The Standard, Lisbon
– Coming 2024

The Standard, Ibiza
The Ibiza Standard – est. 2022

The Standard, Bangkok Mahanakhon
– Opening soon in 2022
The Standard, Hua Hin
Hua Hin Standard – est. 2021

The Standard Spa, Miami Beach
The Spa Hotel – est. 2005

The Standard, Maldives
The Ocean Standard – est. 2019

The Standard, Singapore
– Coming 2023

The Standard, Melbourne
– Coming 2023

