



NICOLA
HARDING
& Co.

NICOLA HARDING DAZZLES WITH INTERIOR DESIGN OF BEAVERBROOK TOWN HOUSE

Award-winning interior decorator Nicola Harding, whose previous triumphs include The Garden House at Beaverbrook in Surrey, is the name behind the exuberant Beaverbrook Town House which has just opened its doors on London's Sloane Street.

Drawing on Lord Beaverbrook's tastes and travels the hotel's medley of muses includes London's storied theatres and iconic attractions, Art Deco and Anglo-Japanese culture. Nicola has given the hotel a glamorous yet intimate Great Gatsby Art Deco vibe. Joyfully referencing the Art Deco aesthetic, highlights include a myriad of tiles and textures; a playful blend of old furniture and new; vibrant block colours and pattern and a collector's stash of prints, photographs and memorabilia. It all makes for an inviting and intoxicating experience where guests will want to return.



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'We layered stories and intrigue to give a feeling of arriving at the private home of Lord Beaverbrook, a well-travelled man about town. With hotels you can imbue a sense of mischief so nothing feels too formal.'
Nicola Harding

Nicola has sourced fabrics, furnishings, and fittings from an array local artisans and London-based suppliers, including cushion maker Penny Worrall and antiques from Howe, ironmongery by Joseph Giles and trimmings from Samuel & Sons. These choices complement the hotel's celebration of historic London.



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Each of the hotel's 14 suites is named after a famous London theatre such as The Royal Court and The Old Vic.

The bedrooms are generously proportioned and decorated to create both drama and comfort with four-poster and half- tester beds, art and antiques, opulent trimmed drapes, and bespoke rugs by Nicola Harding.

While there is a joined handwriting, reach room is distinct with its own rich palette of colour, pattern and texture alongside a thoughtful collection of art.



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The contemporary Japanese restaurant and bar has turquoise lacquered walls, hand painted pinstripe panels, amber and raspberry stained glass (now a Beaverbrook trademark) pink fitted seating. Tables are topped with vintage matchbox covers, sourced from Japan.

This heritage hotel occupies two gloriously revamped Georgian townhouses, originally commissioned by Charles Sloane Cadogan, 1st Earl Cadogan, at the end of the 18th century.

Beaverbrook Town House is Beaverbrook's first partnership with Cadogan, whose stewardship of 93 acres of Chelsea and Kensington spans over three centuries.



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About Nicola Harding

Nicola Harding & Co makes comfortable, atmospheric interiors characterised by the purposeful and playful, the relevant and relaxed. Founder Nicola Harding has masterminded a variety of projects and complex work on historic buildings. She has transformed country homes, town houses, private members' clubs and hotels. Clients include leading figures from the film and music industry, artists and royalty.

House & Garden top 100 designers
Winner of House & Garden's The Pineapple Award for Hotel Design 2021

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