

THE WORLD'S FIRST 'VEGAN SUITE' LAUNCHES AT HILTON LONDON BANKSIDE IN COLLABORATION WITH BOMPAS & PARR



The design-led hotel today, introduces a vegan-friendly hotel stay offering everything from a plant-based keycard, to eco-stationery and carpet.

LONDON, UK – Following guest feedback, design-led hotel, Hilton London Bankside, has today launched a brand new Vegan Suite in partnership with Bompas & Parr - experts in multi-sensory design.

The whole suite has undergone a complete refurbishment, with the involvement of The Vegan Society - who were consulted on the vegan-friendly materials and design elements throughout the process. Everything from the carpets to the pillow options and mini-bar offering has been redesigned to create a boutique, luxurious and welcoming experience for the ethically-conscious traveller.

Guests will be able to enjoy the vegan experience from the moment they step foot into the hotel and are greeted with a specially designed plant-based check-in desk, with upholstered Piñatex seating and botanical artwork before being given their Piñatex keycard.

The calming suite interior draws inspiration from the simple pineapple, which symbolises luxury and hospitality, having been brought to South London by botanist John Tradescant in the 17th century, with noticeable nods throughout London architecture. Utilising Piñatex – a natural leather made from the fruit's cellulose fibres that have been extracted from its leaves – the suite's interior was built with influences of the delicately pure core material throughout with every detail being intricately thought through.

Heading up to the brand-new suite, guests will experience a range of specially designed features that embrace a plant-based lifestyle with all aspects thoughtfully designed including:

Bedding

Pillow options include anti-bacterial, non-allergenic and environmentally sourced material to replace feather down such as Buckwheat pillow made with 100% organic buckwheat hulls, Kapok Pillow made from natural kapok, Millet Pillow made with organic millet husks, Orthopedic memory foam pillow made with bamboo shredded fibre along with Anti-Allergy Foam Pillow, made with 100% recycled cluster polyester. Piñatex leather headboard – plant-based natural leather using the pineapple’s fibres and hand-embroidered by local embroidery artist Emily Potter

Flooring and Eco-Cotton Carpeting

Guests can enjoy a stylish, solid stone-grey flooring with distressed finish made with 100% renewable and sustainable Moso Bamboo. The suite also includes responsibly sourced organic cotton carpets for guests to sink their feet into, offering a soft and eco-friendly alternative.

Seating

Desk chair and pouffes that feature in the suite have been stylishly created using Piñatex leather, with scattered Piñatex cushions to keep a chic feel to the space.

Vegan Mini-Bar

The mini bar offers a variety of locally-sourced, vegan treats including Graze protein powder, Naked fruit and nut snacks and Deliciously Ella energy balls in different flavours.

In-room menu

The culinary team at Hilton London Bankside has redesigned the in-room menu which now includes various vegan breakfast options (e.g. fruit juices, muesli, hummus and vegetables, potato hash, grilled Portobello mushroom, avocado and scrambled Quorn and quinoa), as well as lunch and dinner (e.g. cucumber salad, cauliflower steak and five-bean dhal).

Toiletries

The suite provides PRIJA ginseng, earthy hotel toiletries such as shampoo and conditioner and essentials such as a shower cap, vanity and nail kit (made with recycled packaging).

Stationery

The suite’s desk comes kitted out with stationery from notepads, pens and pencils which are all vegan-friendly with no animal traces in the paper or ink.

Cleaning products

The hotel’s housekeeping trolleys have been refreshed with eco-friendly products including Method’s range of nature inspired, non-toxic and non animal-tested cleaning products, with all linen being washed with environmentally friendly detergent.

General Manager of Hilton London Bankside, James B. Clarke comments: “Here at Hilton London Bankside, we’re always looking at ways to innovate and bring new experiences to our guests. Our OXBO restaurant offering is already expansive, catering to many different dietary requirements so we thought, why not apply the same concept to our rooms. Veganism is not just a dining trend, it has become a lifestyle choice for many and in turn, we want to be the first hotel to be able to offer those who follow the plant-based lifestyle, the chance to fully immerse themselves within it from the moment they walk into the hotel.”

A spokesperson from The Vegan Society, Danielle Saunders comments: “Having been involved with the planning of Hilton London Bankside’s Vegan Suite since the early stages in 2018, we’re thrilled to see the concept come to life. The hotel has carefully selected different plant-based features with exceptional attention to detail and we’re pleased to see that those who live the vegan lifestyle are now able to expand their plant-based options with the opportunity to enjoy vegan travel. We are excited to be able direct our followers and supporters to a hotel which incorporates the whole lifestyle experience from checking in, to sleeping in plant-based linen and furniture.”

The Vegan Suite is available for reservations immediately
Please contact reservations@hiltonbankside.co.uk to book a stay.