



BOUTIQUE CALL: London



SOHO'S NEW SANCTUM HOTEL IS SOMEWHERE FOR THE
JET SET ROCK 'N' ROLLERS TO RELAX

The word sanctum conjures images of candle-lit recesses in sedate and tranquil spas – quiet places for silent contemplation and escaping from the world. But in the case of this Sanctum, that's a touch misleading.

It's certainly an escape from the immediate surroundings – Oxford Circus, one of London's busiest junctions, is just around the corner, but from the moment you enter the quite, dark-wood reception area, you feel you are somewhere distinctly private and a little exclusive. But reach the inner areas of this Sanctum, and the colour schemes are much more vibrant and the vibe more invigorating.

This has been billed as London's first 'rock 'n' roll hotel', and by the hotel itself as 'an alluring haven of hedonism'. It certainly has a glam and edgy feel. Rooms are individually styled, some with vast circular beds, others with Union Flag motifs, some a screaming riot of colour. There are sparkly diamante fittings, faintly mirrored objects dotted about, and in one room, a giant, dark, four-poster beds with mauve and lilac flourishes.

But the rock 'n' roll element really comes from the owners (a couple of members of Iron Maiden's management here, owner of the famous celeb-friendly nightclub Embassy there) and the guests (a mix of film and music industry types, savvy locals, and out-of-towners enjoying a sample of the rock 'n' roll lifestyle).



This is a sanctum for those who live at a quicker pace to most, which appears to be the idea. It's a place to relax for those escaping the demands put upon them by their work or lifestyle, but not wanting to fade to beige, or be too far from slick clubs, good restaurants and cutting edge sounds. Those who want the luxury of time and comfort, to allow them to breathe for a moment, but not too long. This might not be a spot where you'll find TVs flying out of windows – it's a little too refined for that – but it's certainly somewhere to indulge your inner rock 'n' roller.

Sanctum Soho Hotel, 20 Warwick Street, London, 0207 292 6100, www.sanctumsoho.com



SHOP SPOT

Sanctum sits just off two of London's most famous shopping parades – Oxford Street and Regents Street. Between them, they house some of the grandest stores in the city, and a 30-second stroll from the Sanctum entrance is the world-famous Carnaby Street, the centre of the swinging 60s.

For some boho chic and a true London look, Miss Sixty sits at the top of Carnaby Street (31-32 Great Marlborough Street, 020 7434 3060, www.missixty.com). For something more classically styled, but still distinctively British, head to Joseph (23 Old Bond Street, 020 7629 3713, www.joseph.co.uk). For more masculine lines, go to Hugo Boss (184 Regent St, 020 7734 7919, www.hugoboss.com). And if you want classic Americana for him or for her, go and visit Calvin Klein (65 New Bond Street, 020 7495 2916, www.calvinklein.com). If dialling from outside the UK, replace the first 0 with 0044.