



RUBY OPENS NEW HOTEL IN NOTTING HILL

In the heart of London, Ruby is opening its newest Lean Luxury Hotel. Ruby Zoe Hotel & Bar is the hotel group's second location in the English capital with 173 rooms, 455 sq. ft. of bar & café space and its own vinyl shop.

Munich, July 2023

Ruby Zoe is the 16th hotel in Europe of the Munich group around founder and CEO Michael Struck. The 173 rooms are spread over six floors of a new building with a total area of 6,860 sqft., directly on Notting Hill Gate, a few minutes' walk from the famous Portobello Road.

The design of Ruby Zoe was inspired by Notting Hill's history as well as its Caribbean heritage. This is especially evident in the decor and interior design, which reflect all the different cultures that have made the neighborhood the vibrant district it is today. In particular, the 1970s, the colors of Portobello Road and the Caribbean islands provided inspiration for the typically cosy Ruby atmosphere, a relaxed and welcoming interior, full of color, weathered surfaces, and musical references. The open and expansive glass fronts on three sides open the entire ground floor to the city.

The newest hotel also follows Ruby's Lean Luxury philosophy: a location in the heart of the city, top design, and high-end amenities with the essentials. And it does so affordably by consistently dispensing with superfluous and non-essentials. For the rooms of the Ruby Zoe, this means the brand-typical elements of an open washstand and glass rain shower, lots of fresh white and wall paneling made of cherry wood. Extra charm is added by the artwork above the bed, which picks up on the colorful houses in Notting Hill.

A highlight is definitely the 455 sq. ft. public area in the ground floor, which includes a bar and a retail space with a vinyl store. The vinyls are curated by Ruby's own resident artists and are available for purchase on site. The open-plan area invites locals, guests, and even the neighborhood to linger, and provides space to work from or even just enjoy a coffee while watching passersby walk by.

In fall 2023, a specially commissioned public artwork for the London Borough of Kensington & Chelsea by celebrated British-Trinidadian artist Zak Ové will also be installed on the hotel's façade. This is his first glass mosaic artwork inspired by the traditions, flair and freedom of carnival and masquerade. Ové's installation will consist of eight floor-to-ceiling glass mosaic panels that frame the exterior at the Ruby Zoe's entrance. Together, they form a billowing, vibrant carnival parade that celebrates the area's rich heritage as well as Ové's own heritage and connection to the area.

Ruby Zoe is located in the heart of the colorful Notting Hill neighborhood. The hotel is within walking distance of Kensington Palace, Hyde Park and the popular Portobello Market, known for its antiques and vintage fashion. Notting Hill Gate Underground Station is right outside the door, offering excellent public transport links. London Heathrow Airport is 40 minutes away by car.

Four room categories are available for Ruby guests to choose from, ranging from the friendly NEST Room with about 15 sqm, COSY Rooms with about 17 sqm, LOVELY Rooms for weekends for two, about 18-24 sqm, and WOW Rooms with up to 30 sqm. On average, room rates are around 225 GBP/night.

For more information or to book directly: <http://www.ruby-hotels.com/zoe>



Ruby Zoe Hotel & Bar
146 - 164 Notting Hill Gate
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About Ruby Hotels: The Munich-based Ruby Group under the leadership of founder and CEO Michael Struck is breaking new ground with its Lean Luxury philosophy. With a lean organisational structure and concentration on the essentials, Ruby succeeds in creating a contemporary, affordable form of luxury for modern, cost and style-conscious customers. Founded in 2013, the Group already operates 16 Ruby hotels, with a further 20 hotels under construction or in the planning phase. Ruby is expanding into Asia with the joint venture Ruby Asia, founded in 2018. Ruby also offers Ruby Workspaces in Munich, Hamburg, Dusseldorf, Amsterdam, and Vienna – perfectly equipped workplaces and a creative atmosphere with access to an inspiring office community. Financially strong partners support Ruby's expansion. ECE Group; the Austrian Soravia Group; Franger Investment, a German family office; Ocean Link, a private equity fund; the entrepreneur Michael Hehn; and Michael Struck jointly hold the company shares.