

GET INSIDER ACCESS TO WHAT'S NEW/NEXT IN LONDON

Welcome to W London Leicester Square! As summer in the city starts to cool down, let's turn up the heat with some of my highlights this month.



LONDON FASHION WEEK LONDONFASHIONWEEK.CO.UK

Located at The Store Studios, 180 Strand, the Designer Showrooms is home to over 150 British and international designers. The international element of the showrooms illustrates that the doors to London are truly open, with designers showcasing from Dubai, Taiwan and the USA. The pull of London on a global scale is undeniable. Of the four fashion capitals, London is the only city that hosts the Designer Showrooms in the same venue as the official British Fashion Council (BFC) Show and Presentation Space.

The Store Studios at 180 Strand WC2R 1EA
14 - 19 September



LONDON MEZCAL FESTIVAL LONDONMEZCALWEEK.COM

Cactus-based spirits have had a real spike in popularity recently and in honour of this, London is getting its very own mezcal festival this month, with a string of events (including a feast at the hotly-anticipated Santo Remedio) leading up to an epic weekend, where you'll find a 30-strong mezcal tasting room, a pop-up cocktail bar, DJs, art workshops and Mexican street food from Bad Sports and Temper.

11 - 17 September at various locations



BLADE HAIRCLUB BLADEHAIRCLUB.CO.UK

Blade is offering everyone the chance to experience hairclubbing, which ensures that those boring trips to the salon are now social occasions to get excited about. This Soho location makes sure you stay hydrated whilst getting your latest cut and colour - customers can order drinks directly to their chairs or even perch at the bar whilst their new colour is processing. There's also an upstairs espresso bar serving all the caffeine one could wish for, cold-pressed juices and complimentary iPads for your stay.

26 Frith Street, Soho W1D 5LD

VINYL AND COCKTAILS PAIRING POP UP

JONESFAMILYPROJECT.CO.UK

If music be the food of love, then you'll need a drink to match it. So it's a good thing that you can find exactly that at the pop up listening bar at The Jones Family Project, where they've designed a cocktail menu to pair with nine albums, from Bruce Springsteen to Miles Davis, to listen to as you drink.

78 Great Eastern Street, EC2A 3JL
Until the end of September

NEED MORE TIPS? GET IN TOUCH

JAMIE ROWSELL

W London, 10 Wardour Street,
London W1D 6QF
jamie.rowsell@whotels.com



JACOB THE ANGEL JACOBTHEANGEL.CO.UK

The team behind The Palomar and The Barbary have had a flash of divine inspiration because they have just opened their new joint, Jacob the Angel and although it's tiny, it's pretty heavenly. Mainly offering a takeaway service from their daily changing menu, sample ingredients from artisanal suppliers and discover light breakfasts like chia, turmeric and medjool date bircher; whipped feta, honey and walnuts on sourdough toast, while for lunch, you'll find dishes like butternut squash, sweet onion and sage quiche - as well as fresh sandwiches and cakes.

16½ Neal's Yard, Covent Garden WC2H 9DP



W HAPPENINGS AT YOUR BEAT WLONDON.CO.UK/FIT-GYM

Our charismatic fitness partner At Your Beat have just been named #1 of Time Out's hottest new fitness classes in the capital! To celebrate and to accommodate the overwhelming demand, we've added complimentary STRETCH & SWEAT classes on Friday evenings at 7pm and Saturdays at 12pm in The Studios (2nd floor).

Please sign up at the concierge desk.