

# Take time to slow down in London

The vibrant city of London is a Mecca for savvy shoppers, art lovers and revellers. To give themselves a little respite from the hectic hustle and bustle of big-city life, many travellers favour accommodation in a more tranquil location. The district of Kew to the west of the British capital is famous for its Royal Botanic Gardens, which are one of the oldest botanical gardens in the world. Just ten minutes' walk from the gardens and three from the famous restaurant The Glasshouse, past exquisite shoe shops and quaint cafés in Kew Village, is the small and exceedingly charming Kew Gardens Hotel.

## Unique and lovingly designed furnishings that go down a treat with guests

"The rooms were beautifully furnished," say hotel guests on various review sites. In particular, it's the attention to detail and the individual character of each of the 20 rooms that create this impression. The carefully selected decorative fabrics are crucial in creating the harmonious atmosphere. When it came to curtains, the contract went to a German company: drapilux, located in Emsdetten, is one of the leading providers for commercial properties.

## Eye-catching: curtains from the core collection

The colourful, woven curtain fabric, item 159 from the core collection, puts the hotel rooms in the perfect light. "The special thing about this item is the interplay of technology and material. The texture and multicoloured striped design give the material its special character, both in its look and feel," says Head Designer Kirstin Herrmann. The spectrum of colours harmonise with the wood of the shelves and picture frames in the room.

The architects from ADS Design & Brand Development and the hotel management were particularly impressed by the scientifically proven added benefits of the fabrics: they are fire-retardant and feature the air-purifying drapilux air function. The metal salts contained in the material work like a car's catalytic converter and thereby ensure a constant supply of fresh air and a healthy indoor climate. Another advantage for the hotel: because of their catalytic action, these textiles need washing much less frequently than traditional wool, silk or linen curtains. They can go twice as long without being washed, reducing laundry costs, increasing the lifespan of the products and protecting the environment all at once.

The fabrics comply with the most stringent national and international safety standards and fulfil the special requirements that are becoming increasingly important for luxury

# sample project at Kew Gardens Hotel



hotels and holiday apartments. An elegant atmosphere. Functionality. Comfort and safety.

You can view a short reference film [here](#).

## Photos (selection):

*Kew Gardens Hotel in London. © drapilux*





You can find further information and images in the [drapilux newsroom](#).  
Any questions?

Anita Kaupel

Marthe Westphal

drapilux

Schmitz-Werke GmbH & Co.KG

T +49 (0)2572 927 743

anita.kaupel@schmitz-werke.com

schönknecht : kommunikation

gesellschaft für public relations und marketing mbh

T +49 (0)40 3038 2670

m.westphal@schoenknecht-kommunikation.de

## About drapilux

drapilux has established itself on the international market as one of the leading providers of fire-retardant curtains and decorative fabrics. The name drapilux represents intelligent textiles, with drapilux air, drapilux bioaktiv and drapilux akustik offering well-designed, high-quality, functional fabrics with innovative characteristics for commercial and residential furnishings. drapilux is a trade name of Schmitz Werke GmbH + Co. KG in Emsdetten.