



**HYPNOS**  
THE MOST COMFORTABLE BEDS IN THE WORLD

CASE STUDY



## THE TAWNY HOTEL

Located in the heart of rural Staffordshire, The Tawny Hotel provides an experience like no other. Set within the 70-acre grounds of the wonderfully restored wild garden of Consall Hall Estate, guests can discover woodland, stroll through lakeside gardens, find peace in secluded fells and delight in enchanting follies.

The hotel launched in July 2021, comprising 55 immaculately designed Shepherds Huts, Treehouses, Boathouses, Retreats and the Lookout. Six Hillside Treehouse were added in May 2022, and eight new Retreats are to open in August 2022.

Each accommodation has been inspired by its surroundings and features sympathetic design aesthetics, accented by luxurious touches that intertwine with the natural environment.

*“The Tawny is the UK’s first deconstructed hotel. We’ve taken all the best bits from a traditional luxury hotel experience and combined them with your own private space, a country escape to call your own for the duration of your stay.*”

*Our guests want to relax in nature’s embrace but don’t want to compromise on their well-deserved creature comforts. A great night’s sleep is fundamental to our guests’ wellbeing and choosing a bed of exceptional quality was never up for debate.”*

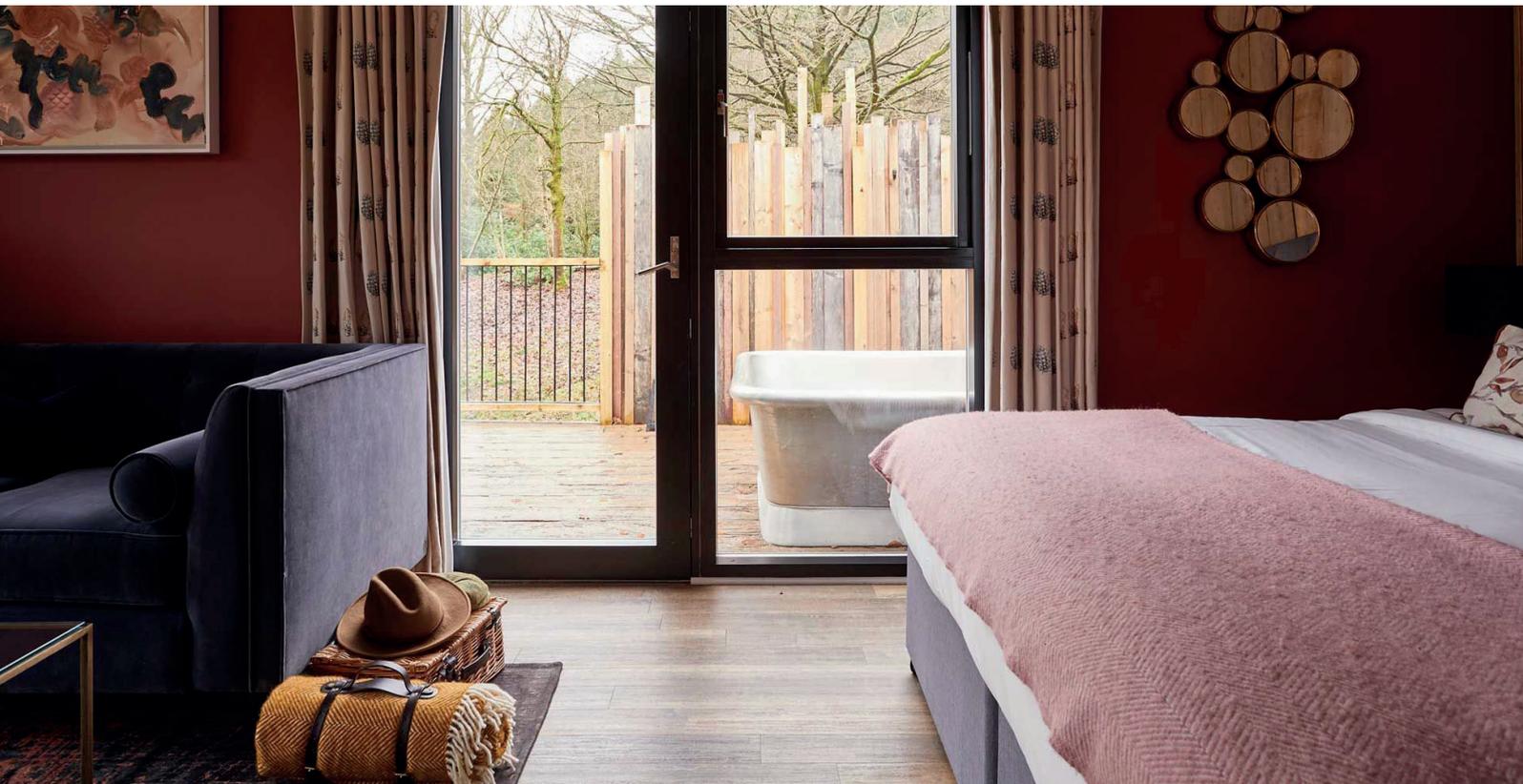
*Josh Chadwick, The Tawny General Manager*  
[www.thetawny.co.uk](http://www.thetawny.co.uk)

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▲ The Lookout, maximises the extraordinary view across the lakes and valley of the estate and can accommodate between two-six guests, offering accessible access as well as a freestanding bathtub and private deck with an outdoor spa bath and shower.

▼ The joyful, nature-inspired Treehouses are lofty and playful and look out across the rolling landscape. They can house up to six and play host to a freestanding Barcelona bathtub, private deck and outdoor spa bath.



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- ◀ The Shepherd's Huts are cosy and welcoming with Scandi-inspired interiors, private decking, an artisan outdoor tin bath, log burner and stargazing skylight. Each has been custom built for The Tawny and as such, a handful of double brace huts have been designed to provide a spacious living area and indoor freestanding bathtub.

- ▶ The Boathouses have a signature waterfront location, are wildly romantic and secluded with panoramic views across the lakes, a freestanding Bateau bathtub and outdoor spa bath.

The Retreats are spectacular cedar-clad cabins, acting as the ultimate rural bolthole. Interiors offer simple and understated design with clean lines and contemporary furnishings, framed against floor to ceiling windows that look out on the woodland estate. All retreat rooms have super-king-size beds with sunken indoor bathtubs and an outdoor spa-bath so guests can gaze upwards at the starlit sky whilst winding down in the evening.





Considered design is present throughout the project, the cabins have been discretely and sensitively placed in harmony with the rolling landscape and with care given to ensure the ecology of this very special estate continues to thrive. The project aims to be an exemplary showcase of responsible and sustainable tourism and this shines through all elements, be it the wood cladding used on the cabin exteriors, the foundations engineered to not harm the tree roots.

*“A good night’s sleep is central to every guest experience, and whilst comfort will always be key to delivering this, we are thrilled that wellbeing and sustainability are increasingly influencing consumer choice and how they view their experience.*

*As a family owned business, we believe it is essential we leave a lasting legacy for future generations, so are delighted to support The Tawny to deliver comfort with integrity.”* said Carolyn Mitchell, sales and marketing director at Hypnos Contract Beds.

**What their guests say:**

*Hands down the best place we have ever visited. Every little detail of the stay was done to a standard that went above and beyond anywhere we have ever stayed. I could not recommend the place enough, you have our hearts and we cannot wait to come back! Thank you*

Stayed in a Boathouse 20/03/2022

*Cannot fault it. Comfiest bed I have slept in for a long time, loved the sky-light, log-burner, hot shower, mini bar, coffee facilities. Outdoor tub so much nicer than contemporary hot tubs. Setting amazing. Just divine.*

Stayed at The Tawny 15/02/2022

*We had high expectations of The Tawny but were still blown away. Absolutely perfect. A 2-night break left us feeling like we’d been away a week. So relaxing, completely perfect, didn’t want to leave! Loved it!*

Stayed in a Boathouse 01/07/2022

*Beautiful room, one of the most comfortable beds I have ever slept in. The complimentary prosecco was a lovely touch.*

Stayed at The Tawny 10/04/2022