



HYPNOS
THE MOST COMFORTABLE BEDS IN THE WORLD

CASE STUDY



Photos by Adam Firman

MASON & FIFTH, LONDON

Building on the success of their boutique guesthouses and residences in Primrose Hill and Bermondsey, Mason & Fifth's newest building in Westbourne Park offers a distinctive take on flexible stays in the UK.

Mason & Fifth, Westbourne Park redefines urban hospitality with 332 design-led private studios, wellness amenities, a rooftop lounge, cultural programming, a music studio, and a new restaurant, Canal, from the team behind Crispin and Bistro Freddie.

Located on the site of the former headquarters of the London Taxi Drivers' Association, Mason & Fifth, Westbourne Park inherits a wealth of history and culture and is set to breathe new life into the area for the benefit of the local community and visitors alike.

"At Mason & Fifth, we wanted our guests to feel truly at home and that starts with the bed. Partnering with Hypnos allowed us to create a sleep experience that is both luxurious and sustainable. It's a brand that aligns with our ethos and our ambition."

Ben Prevezer, Co-Founder, Mason & Fifth

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More than a place to stay, it's a living, breathing community designed to support wellness, creativity, and connection. So, when this lifestyle hospitality brand set out to create its largest and most ambitious location yet, it needed partners who shared its values of comfort, sustainability, and conscious design.

As sleep quality is a cornerstone of guest wellbeing, it was crucial for Mason & Fifth to provide an exceptional sleep experience that balances durability with comfort. The selection of Hypnos reflects Mason & Fifth's commitment to working with local, sustainability-minded brands that focus on product longevity, wellness, and elevated guest experiences.

At the heart of every studio is the promise of restorative sleep. Each Hypnos hospitality specification mattress is hand-crafted in the UK using responsibly sourced materials and designed to meet the rigorous demands of short and long-stay use.

This collaboration is grounded in a shared vision of responsible luxury. Hypnos is certified Silver by Ecovadis and carbon neutral since 2011 through the Planet Mark, all mattresses are made in Buckinghamshire, England, have a transparent supply chain and are recyclable. This echoes Mason & Fifth's philosophy of "a life well-lived", which is evident in everything from the in-house wellness concept The Grounding, to its partnerships with local makers and creatives.

Hypnos mattresses are paired with natural, breathable bed linens in each studio, enhancing the sleep experience for guests who value sustainability and style in equal measure.

"Hypnos is proud to be part of a hospitality concept that is pushing boundaries - not just in flexibility and design, but in the value it places on rest, rejuvenation, and responsibility."

David Baldry, Hypnos Group Managing Director



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MORE ABOUT MASON & FIFTH WESTBOURNE PARK

All guests have access to exceptional on-site amenities and a carefully curated weekly cultural programme, as well as the in-house wellness facility, The Grounding. A pool, sauna/steam rooms, cold water therapy bucket showers, and a fully equipped gym, are all at no extra cost. Guests can also explore a range of additional holistic physical therapies and relaxing massage treatments, plus a weekly programme of classes such as yoga, Pilates, BoxFit, HIIT and the signature 'Groundwork' class. Any guest settling in for a month or more, receives a complimentary one-to-one consultation with one of The Grounding's team of practitioners, to create a tailored wellness and nutrition plan to help them reach their personal goals.

Guests can also dive into a diverse cultural events programme that take place across a variety of spaces, including the in-house state-of-the-art Listening Lounge and Cinema Room which features independent film screenings, live music, DJs and creative workshops. Mason & Fifth also go beyond its four walls to explore a series of outdoor trips to nearby kayaking, wild swimming and hiking hotspots, and guests will also have access to onsite cycle hire, in partnership with Temple Cycles.

Westbourne Park's Canal restaurant has been created by the team behind Crispin & Bistro Freddie. Located on the water's edge, it is open to the public and guests alike. It's the perfect destination for a sit-down meal, alongside a selection of grab-and-go dishes and snacks from the ground floor bar and lounge. The team collaborates closely with a community of trusted farmers, day-boat fishermen, and producers, who prioritise seasonality, sustainability and flavour in every dish.

High up on the 10th floor, there's an exclusive guest-only panoramic lounge, with views overlooking the London skyline. Guests can unwind and spend the evening cooking, eating, and relaxing with the backdrop of the city lights.

Mason & Fifth's first ever dedicated creative workspace Meadow, is located within the Westbourne Park site, providing much-needed space for the local community who can choose daily/weekly/monthly 'Workbench' memberships, or take a private 'Workshop' for a minimum of three months. Mason & Fifth have also announced Affordable Memberships which are set aside for local charities and community groups that may not be able to afford the standard rates.

Additionally, a series of well-known and exciting emerging brand partners are featured as part of the offering, including Jazzie B and Planet Good Earth - creating a platform for local creatives to sell sustainable, independent goods. Mason & Fifth also has their own collection of exclusive homeware products created in collaboration with local makers and longtime collaborators, including Colours of Arley, Hoodmor, Goldfinger and Kana.

Connecting guests and visitors to local thriving businesses is key to the Mason & Fifth ecosystem. The brand will continue to work collaboratively with local communities to champion Westbourne Park's "local heroes", inviting local community leaders into the space with special discounts and perks.



Mason & Fifth Co-Founder Ben Prevezer sums up, *"Mason & Fifth, Westbourne Park is our most ambitious project to date and also London's first fully flexible accommodation of this calibre. Flexible accommodation means different things to different people, so we have taken all the elements of what we feel makes up a life well-lived, from wellness, sustainability, community, and culture, to offer a perfectly blended experience for Londoners and global citizens to come together in this thriving neighbourhood."*