



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

CASE STUDY



## THE TAWNY INTRODUCE THE FLEDGLINGS

Launched in 2021, award-winning Tawny Hotel in Staffordshire is famed for its clever, deconstructed design. Weaving secluded cabins, picturesque waterfront retreats, and panoramic hillside tree houses into 70 acres of rewilded gardens and woodland, filled with follies and lakes.

Taking inspiration from the natural surroundings, every property is individual, yet all are beautifully designed where guests can unwind, and relax in the comfort of their very own Hypnos bed.

2024 marked the launch of 'The Fledglings'; a collection of luxury serviced rentals, each offering a unique home-from-home.

*"We could not be more delighted by the feedback we receive from our guests. The Tawny is a place to escape and relax, but with all the creature comforts of a well-deserved break. We recognise that a great night's sleep is fundamental to our guests' wellbeing, so choosing a bed of exceptional quality was never up for debate. And when it comes to preserving nature, we know that Hypnos share the same values as us."*

*"Our third Fledgling property is planned for Spring 2025. We will continue to plant a tree for every Fledgling booking, as it reflects our dedication to preserving and enhancing the surrounding countryside. Every tree planted goes some way to ensuring that future generations can revel in the same natural beauty that inspires visitors to The Tawny."*

*Josh Chadwick,  
The Tawny General Manager*

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The new self-catered Fledgling properties offer an alternative to the typical hotel experience. In the privacy of their own home, guests can enjoy a personalised service and incredible tailor-made experiences, designed to go above and beyond a simple self-catered stay.

Hidden away in a secluded setting lies Kestrel Cottage. Steeped in history, this quirky property has been beautifully restored to the highest standard. Guests can enjoy 4 ensuite bedrooms and stunning interiors equipped with a games room, private bar, landscaped gardens, and an outdoor heated swimming pool.



Tucked away in acres of woodland, surrounded by rolling hills and endless views, the newly renovated Grade II Listed Falcon Farmhouse dates to the early 1800's. The perfect place for those seeking a private home with all the luxuries of a hotel. Complete with its own outdoor spa bath, heated infinity pool, Big Green Egg BBQ, cinema room and, most importantly, a personalised concierge service; guests can expect a seamless getaway. Sleeping six adults and two children, there are four bedrooms, three doubles and a children's room with a bespoke built bunk bed.

*"Offering a unique experience that's all about a restorative stay for guests, destinations like The Tawny are in tune with needs of today's traveller and their desire to rest and relax in harmony with nature. We've been handcrafting luxury beds in Britain for 120 years and recognise that getting a good night's sleep in a bed that's been responsibly sourced and made, is an essential part in the overall guest experience promoting wellbeing of both people and the planet."*

*David Baldry,  
Group Managing Director at Hypnos Limited.*