



HYPNOS
THE MOST COMFORTABLE BEDS IN THE WORLD

CASE STUDY



The George, Cheltenham
A Cult Hotel

CULT HOTELS AND THE LUCKY ONION

Cult Hotels is the brainchild of Julian Dunkerton, co-founder of fashion giant Superdry and the highly successful Cotswold's hotel and restaurant portfolio - The Lucky Onion. Dunkerton said it was his 'ambition' to bring a 'game-changing' new concept to the market, which included providing his guests with an exceptional sleep experience by working closely with Hypnos Contract Beds.

The George in Cheltenham is the first hotel within the design led Cult Hotels collection. Located across five Grade II listed Regency townhouses, the 46 bedroom hotel has undergone a total refurbishment. You'll still find sweeping staircases, ornate coving, and elegant panelling, but they're paired with bold colours, mismatched textures, and industrial design.

As someone who sees life as a world of opportunity, Dunkerton is clear that Cult Hotels – named after his first fashion brand, fills a gaping hole in the market.

Centrally located with easy access to great restaurants, Cult Hotels provide their guests with wonderful rooms at affordable price points.

"We've focussed on the raw ingredients and cut out the fluff. What we are offering is a truly amazing stay. Brilliant as boltholes for business travellers and anything-but-ordinary bases for weekend escapes,"

Julian Dunkerton

The quality of the refurbishment is impressive, all the rooms feature top of the range Hypnos beds, epic showers, and super-fast WiFi. A moody palette of deep blues and greys, brightly tiled bathrooms and a selection of Penguin paperback classics at each bedside all add to the boutique vibe.



CASE STUDY

No 131, Cheltenham
The Lucky Onion family

The Lucky Onion was founded in 2006, on the ethos of great design, high quality food and drink and exceptional service.

“Cult Hotels and The Lucky Onion family are all about delivering an exceptional experience to their guests and we are delighted to be a part of their story. You can count on a fabulous night’s sleep in any one of their properties, as each room is furnished with a Hypnos Lansdowne Cashmere mattress for the ultimate in comfort and luxury,” explains Carolyn Mitchell, sales and marketing director, Hypnos Contract Beds.

No. 131 is The Lucky Onion’s flagship hotel and restaurant, providing the perfect balance of sophistication and fun. A trio of beautiful Georgian townhouses set in the heart of Cheltenham it is classic on the outside and contemporary British on the inside. The 36 bedrooms are styled with bold, statement prints, period bathrooms and sumptuous Hypnos beds for a touch of old-fashioned luxury.

Uniquely combining the luxury of a hotel with the independence of a bed and breakfast, No.38 The Park is a home away from home. The 13 individually designed rooms feature home comforts and luxury en-suite bathrooms. A peaceful setting for couples and families alike.

The Wheatsheaf is an idyllic ivy-clad British Inn located at the heart of the beautiful sleepy Cotswold village of Northleach, providing the perfect countryside retreat. The 14 bedrooms are classically decorated with an industrial twist, each with an enormous emperor size Hypnos bed, deep freestanding bathtub and beautiful period bathroom making them the ideal escape from the daily grind. The restaurant showcases the very best of British countryside serving up a superb seasonal menu of rustic classics and comfort food, with a few modern touches to boot.



No 38, Cheltenham
The Lucky Onion family



The Wheatsheaf, Northleach
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As well as their determination to deliver unrivalled comfort and hospitality, The Lucky Onion and Hypnos also share a commitment to sustainability.

Dunkerton said, *“Sustainability is important to me as a human being,” pointing towards the purchase of electricity from the right company as being a simple and easy way of making a huge difference to the environment. “I’m proud to say we were an early adopter of renewable energy. We use Ecotricity – what they do is spectacular. We all have an obligation to start this journey.”* The same ethos is applied when selecting bed suppliers to partner with.

Hypnos Contract Beds was the obvious choice, it is an industry-leader when it comes to matters of sustainability and the environment, priding itself on producing beds which are 100% recyclable and never need go to landfill as a result. As a pioneer of sustainable bed making, Hypnos was the first carbon neutral bedmaker in the world.

As a family owned business and Royal Warrant Holder, Hypnos is committed to making beds in a way that can be enjoyed by generations to come. Each bed is handmade in England using over 100 years of knowledge



No 131, Cheltenham
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and passion in design and craftsmanship to build the most comfortable, stylish, and sustainable beds. In 2020, Hypnos were delighted to be presented The Queens Award for Enterprise for Sustainable Development.

“We’re sustainable in every part of our business and we aim to help set the sustainability standards for the bed industry. We make the most comfortable beds in the world, and that comfort is delivered with the utmost integrity,” said Richard Naylor, sustainable development director, Hypnos Beds.



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