



HYPNOS
THE MOST COMFORTABLE BEDS IN THE WORLD

CASE STUDY



No 131, Cheltenham
The Lucky Onion family

No 131, THE LUCKY ONION

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 are 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 touch of old-fashioned luxury. Making it the perfect bolthole for business travellers and an anything-but-ordinary base for weekend escapes.

The Lucky Onion Group was founded in 2006, on the ethos of great design, high quality food and drink, and exceptional service. It is owned and run by husband and wife duo, Julian and Jade Dunkerton.

"We do simple things exactly the way you want them. It's always with attention to detail: the most comfortable beds, the most invigorating showers, intuitive service, freshly-made food and thoughtful planning. We feel strongly about sourcing the best possible products that are impeccably designed, interesting and artisan."

Julian Dunkerton

Co-founder of fashion giant Superdry and The Lucky Onion



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The team behind The Lucky Onion have lived, worked, travelled, and researched the world's finest cities; their experience has been distilled into their restaurants and hotels.

"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.



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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



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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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