



# Robb Report

TRAVEL / HOTELS

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## This Posh New London Hotel Blends Vibrant Design With an Eco-Conscious Ethos

The BoTree, a 199-key property in the West End, features F&B offerings from Tao Group Hospitality.

By TORI LATHAM

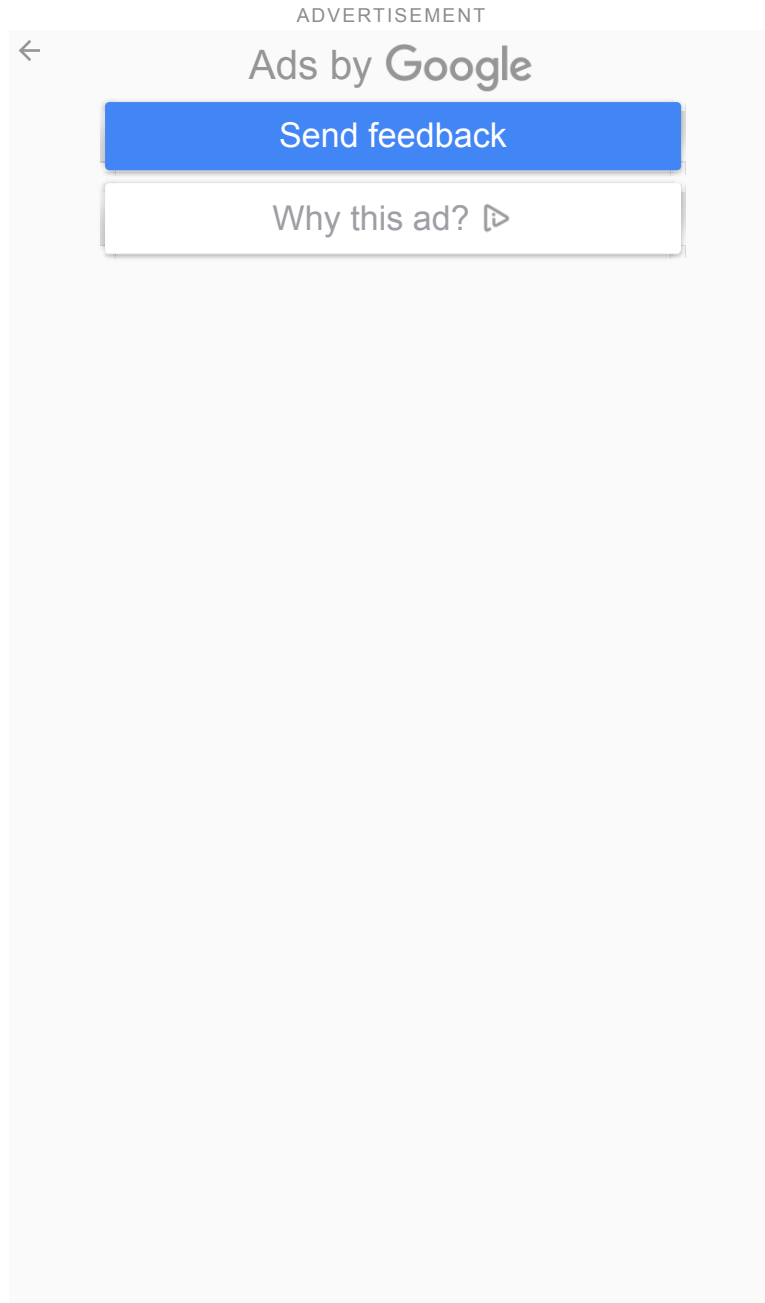


The BoTree

London certainly has no dearth of hotels. But a new property is hoping to make a splash when it opens on Friday.

The BoTree, a member of Preferred Hotels & Resorts' Legend Collection, is a 199-key stunner smack-dab in the center of the West End, connecting the posh neighborhoods of Marylebone, Mayfair,

and Soho. And while the guest rooms are well-appointed and the food is fabulous, the hotel has a strong eco-conscious bent as well, meaning you can feel good about spending your time and money here.



“We are combining uncompromising standards with a purpose-driven approach to inspire connections between our guests, colleagues, the local community, and the planet,” Rishi Sachdev,

the hotel’s founder, told *Robb Report* in an email. “It will create a sense of belonging at the BoTree, which I can’t wait for everyone to experience.”

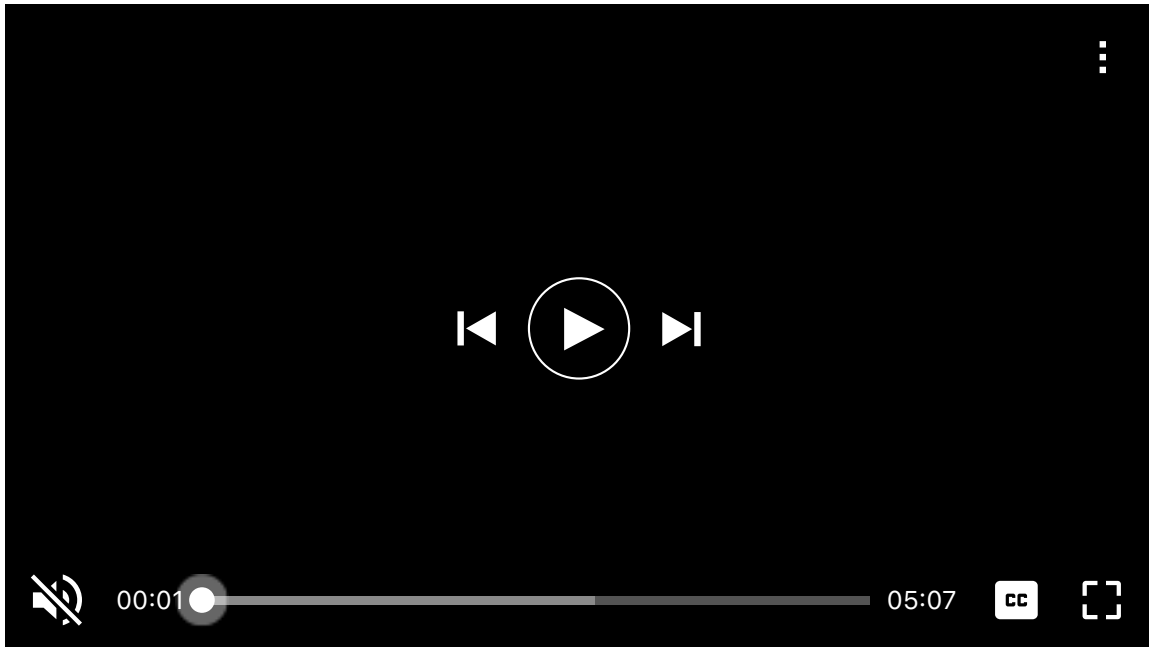


A double vanity means plenty of sink space. *The BoTree*

Built by EPR Architects and designed by the BoTree team alongside the Amsterdam-based firm Concrete, the hotel combines light wood with pops of color that lend the property a youthful vibrancy. The 143 Deluxe Rooms, starting at \$830 a night, feature a reception space and WC before sliding panels open up into the bedroom, bathroom, and lounge area. The plush beds are decked out with vegan leather headboards and eucalyptus Tencel bedding—the hotel’s green bona fides in action—while Jasper Conran Wedgwood tea sets serve as both lovely decor and functional pieces for your afternoon cuppa. In the bathrooms, you’ll find all-natural Jo Loves products, with the BoTree being one of the first properties in the world to debut the brand’s Pomelo collection.

Those looking for extra space will certainly find it in one of the 30

suites, which along with all the usual accoutrements include a lounge, personal bar, and cocktail station. (Don't worry, there's still a lobby bar.) The crème de la crème is the BoTree Suite, with a private elevator lobby, guest entrance, and outdoor terrace with sweeping views of central London. If that isn't enough space for you, the room can be combined with the adjoining suites to create a 3,770-square-foot oasis.



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The swank BoTree Bar *The BoTree*

For the BoTree’s food and beverage offerings, the hotel has joined forces with the audacious Tao Group Hospitality. Here, the group is importing their Italian joint Lavo, which serves up coastal cuisine. The culinary director, Stefano Lorenzini, will be slinging dishes such as a giant Wagyu meatball with whipped ricotta; tagliatelle al limone with marjoram, sweet butter, and Kaluga caviar; and salt-baked Mediterranean sea bass. The BoTree Bar, meanwhile, is a sexy, jewel-toned space for throwing back a Martini or two and chatting up the bartender.

“We want our team, our guests, our neighbors, and everyone we interact with to be treated in the same way that we would treat family,” Sachdev said. “To connect and feel a sense of belonging through a shared morality and belief in what the right thing to do is.”

The BoTree opening marks the launch of Place III hotels, which will be a group of luxury hotels in top London locations. Both

Brickmakers Yard in Soho and CTQ in Holborn Viaduct are set to open in 2026. In the near term, the BoTree itself will open an event space, a private bar, a wellness area, and a rooftop so that all guests can enjoy the London skyline. But even without those extra amenities, the property will appeal to travelers who want a London vacation that delivers style and sustainability in equal measure.

***Click [here](#) to see all the images of the BoTree.***

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