



HYPNOS

THE MOST COMFORTABLE BEDS IN THE WORLD

CASE STUDY



Photography by Michael Barrow

Located in the heart of Mayfair, Claridge House by SLO, introduces a new chapter in London serviced living, redefining modern luxury through a philosophy of Slow Living. Set behind a heritage façade, this refined collection of luxury serviced apartments has been created for both short stays and extended visits, offering a calm, residential sanctuary that feels like a private home rather than a traditional hotel.

At the heart of SLO is the belief that time, presence and wellbeing are the ultimate luxuries. Every element of the guest experience is designed to encourage a more intentional pace, from discreet, design led interiors to high touch, personalised hosting. British craftsmanship, natural materials and a strong sense of place run throughout Claridge House by SLO, creating an atmosphere that is understated, restorative and deeply comfortable.

“SLO is a luxury hospitality concept centred on wellbeing and sustainability, backed by over a decade of Nestor’s hospitality experience and operational expertise. Every detail in our residences is chosen for purpose, longevity, and comfort. Hypnos’ commitment to British craftsmanship and sustainably sourced materials reflects the values that define SLO.”

Fran Milsom, CEO, Nestor & SLO

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Sleep is treated as a foundational guest need at SLO, particularly for guests staying weeks or months at a time. Rather than approaching sleep as a standard amenity, the brand has designed it as a holistic system, considering mattress performance alongside lighting, air quality, materials and calming rituals that support deep rest and recovery. This approach reflects SLO's wider focus on wellbeing led luxury, where comfort is carefully considered and quietly refined.

To deliver this experience, SLO selected the Eden Project Harmony Mattress by Hypnos, the brand's most sustainable mattress. Handcrafted in the UK, the Eden Project Harmony Mattress is made using a considered blend of natural fibres, including Responsibly Sourced Wool British wool, along with banana, orange, pineapple and cotton fibres. Naturally breathable, these materials help regulate temperature and support a comfortable, restorative sleep environment. Beyond materials, Hypnos' low impact delivery approach, including the use of electric and biofuel powered vehicles, aligns with SLO's operational sustainability goals. Designed with responsible end of life in mind, the mattress can be collected by Hypnos for recycling.

Sustainability at SLO is underpinned by a robust and measurable ESG framework that informs design decisions, operations and partner selection. Rather than positioning sustainability as a surface level gesture, the brand focuses on long term responsibility, from building retrofit and material choices to the partners it works with. Hypnos plays a key role within this approach, supporting both environmental responsibility and guest wellbeing.

"Sustainability in operations is about real numbers, not gestures. Hypnos' responsibly sourced materials and considered approach to manufacturing and delivery help us reduce environmental impact in meaningful ways. At SLO, we define luxury through wellbeing and responsibility, and Hypnos enables us to deliver both at a consistently high standard."

Javier Llorente, Group Head of Operations and Guest Experience, Nestor & SLO



Claridge House by SLO is where guests can truly slow down and feel at home. Sleep is central to that experience, especially for longer stays, and Hypnos stood out for its craftsmanship, sustainability credentials and ability to deliver exceptional comfort.

Together, SLO and Hypnos represent a new vision for urban luxury hospitality, one that is calm, considered and quietly indulgent, where sustainability enhances the experience rather than limits it, and where sleeping well is an essential part of living well.

MORE ABOUT CLARIDGE HOUSE BY SLO

Slow Living as Modern Luxury

SLO is built around the philosophy of Slow Living, where time, presence and wellbeing are treated as the ultimate luxuries. In the heart of London, Claridge House by SLO offers a calm, residential sanctuary that encourages guests to slow down, settle in and feel at home, whether staying for a few nights or several months. Luxury at SLO is quiet and intentional, defined by comfort, quality and emotional ease rather than excess.

Where Sustainability and Luxury Intersect

At SLO, sustainability is not positioned as a limitation, but as a way to enhance comfort, wellbeing and design quality. Decisions are guided by long term thinking, favouring considered materials, thoughtful partnerships and responsible operations. From the deep retrofit of Claridge House by SLO to the selection of British makers and partners, sustainability is embedded into the fabric of the brand rather than applied as a surface layer.

Care for Materials and Wellbeing

Material choices at SLO are driven by both sensory comfort and environmental responsibility. Natural fibres, breathable textiles and tactile finishes are used throughout the residences to support a calm, restorative environment. In the bedrooms, Hypnos mattresses play a central role in delivering healthy, comfortable sleep, reinforcing SLO's belief that rest is essential to wellbeing and should be carefully designed rather than assumed.

Craftsmanship and Sense of Place

British craftsmanship sits at the heart of SLO's identity. At Claridge House by SLO, the interiors bring together a carefully curated group of independent British makers and design studios, selected for their quality, integrity and attention to detail. These include Robin Myerscough Studio, known for bespoke handcrafted furniture and joinery using sustainably sourced hardwoods, Julian Chichester, celebrated for modern British furniture with refined artisanal finishes, and Abigail Ahern Studio, whose sculptural, hand finished decorative pieces add depth and character to the interiors.

Living elements are introduced through Patch, a London based brand specialising in responsibly grown plants and sustainable pots, supporting wellbeing and indoor air quality. Art throughout the residences has been curated by Claire Mander, bringing together works that celebrate materiality, narrative and contemporary British creativity, while supporting artists whose practices align with SLO's values of authenticity and longevity.

Together, these partnerships ensure each residence feels rooted in its location, celebrating heritage, local culture and craftsmanship rather than generic luxury.

A Measured Approach to Sustainability

SLO's sustainability commitments are underpinned by a robust and measurable ESG framework that informs design decisions, operations and partner selection. Rather than focusing on gestures, the brand prioritises meaningful impact, from building performance and material choices to the partners it works with. Hypnos aligns with this approach through its use of natural fibres, responsible manufacturing practices and low impact delivery, supporting SLO's ambition to deliver luxury that is both comfortable and conscientious.



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