



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

CASE STUDY



## THE JULY LONDON VICTORIA

Located in the heart of London Victoria, just moments from the station, theatres and some of the capital's most recognisable landmarks, The July London Victoria brings a fresh approach to flexible city stays. Combining the freedom of serviced apartments with the design, hospitality and social atmosphere of a lifestyle hotel, the newly opened destination has been created for modern travellers seeking a more relaxed and residential experience in the city, a place designed for living, not simply staying.

*“At The July, we want guests to feel immediately at ease, whether they are staying for one night, one week or much longer. Comfort is a huge part of that experience, and Hypnos shares our belief that great hospitality should feel both considered and genuinely welcoming.”*

Merisha Clay,  
Senior Procurement Manager at The July



The Amsterdam-born brand has built its reputation around spaces that allow guests to live, work and unwind more naturally while away from home. At The July London Victoria, this philosophy comes to life across 114 thoughtfully designed apartments, ranging from studios to larger residential-style stays suited to extended visits. Fully equipped kitchens, comfortable living spaces, co-working areas, wellness facilities and flexible social spaces create an environment that appeals to a broad mix of guests, from business travellers and digital nomads to couples enjoying a weekend in London and families exploring the city.

Central to the guest experience is a strong sense of comfort and ease. Interiors, created in collaboration with Fettle and The July's in-house design team, combine Art Deco influences with warm colours, natural materials and playful details, creating spaces that feel welcoming rather than overly formal. Sleep plays an important role within this experience, leading The July to partner with British bedmaker Hypnos Contract Beds throughout the property.

Hypnos mattresses were selected to complement the relaxed, residential feel of the interiors, while delivering the durability and long-term performance required for modern hospitality. Handcrafted in the UK using responsibly sourced materials and traditional techniques, they are designed to support both short city breaks and extended stays, where consistent comfort becomes increasingly important to the guest experience.

Beyond the apartments themselves, The July London Victoria has been designed to encourage guests to settle in and make use of the wider spaces throughout the

property. The Idler restaurant and bar sits at the centre of this experience, offering an all-day dining concept grounded in British seasonality with Mediterranean influences. Whether guests are stopping in for breakfast before a meeting, cocktails before the theatre, or a relaxed evening meal after exploring the city, The Idler brings an approachable neighbourhood energy to the hotel.



Additional amenities including a gym, sauna, co-working spaces and meeting rooms further reinforce the brand's flexible approach to hospitality, recognising that modern travel increasingly blends business, leisure and longer-term living.

With its combination of location, design, flexibility and residential comfort, The July London Victoria reflects a growing shift within hospitality towards spaces that feel more personal, adaptable and connected to the way people travel today. Through its partnership with Hypnos, the property ensures restful sleep remains at the heart of every stay.