

The W Edinburgh opens with a flourish

The W Edinburgh opened its doors to its first paying guests today, and in typical Edinburgh fashion the weather changed by the hour.

The views are outstanding and totally new. The top floor of the Ribbon Building has a 360 degree outdoor terrace which will attract guests in all seasons.



29/11/2023 View from the top deck of the W Hotel which opened today amid a flurry of snow PHOTO Alan Simpson



There are three buildings which make up the hotel – the Ribbon Building with its signature “flourish” on top, James Craig Walk and the Quarter House and the 199 guest rooms and 45 suites are spread almost evenly across them.

The design inside takes some influence from the immediate landscape – there is a bit of “Edinburgh Rock” in each guest space. Interiors draw influence from the elements of the coastal city built on volcanic rock, with fire and water providing juxtaposed inspiration throughout.

Dark ‘charred wood’ panelling in many of the public areas is complemented by striking copper touches including a fringe ceiling feature in the W Lounge. Volcanic rock features in the Welcome Desk, while the W Lounge bar and mini-bars use tonal hues throughout, a nod to local with thistle and woad blue.

The Extreme Wow Suite, which extends to 1,600 square feet, features a sociable living area, dining room, private sauna, a

unique rock bar (with an inlay in the shape of the Nor Loch) and an expansive private terrace with an outdoor bath and fire-pit for entertaining.



29/11/2023 One of the 45 suites in the hotel with a bed which moves round PHOTO Alan Simpson

George Fleck, Vice President and Global Brand Leader, W Hotels, said: "Our bold approach to luxury hospitality, complemented by culture-driven programming and cutting-edge design will surely infuse the city with a playful, yet refined ambiance. W Edinburgh invites locals and global travellers alike to explore the city through the brand's distinct lens. The unveiling of W Edinburgh not only signifies our exciting entry into Scotland but it also proudly marks our second property and continued expansion in the United Kingdom."

Interior designers [Jestico + Whiles](#) have reimagined the best of Scotland with locally-rooted influences and creative collaborations throughout W Edinburgh's design.

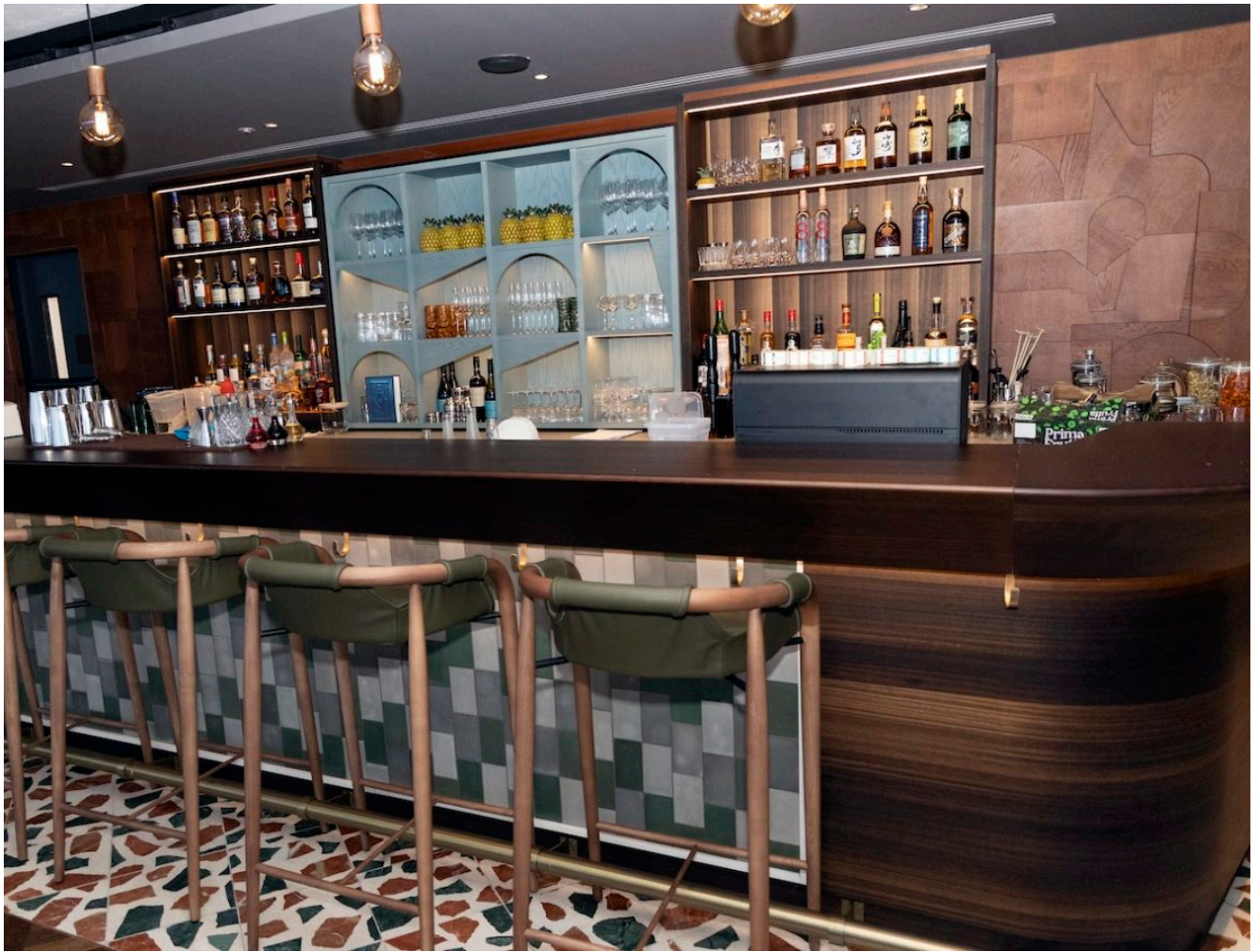
There are three separate dining areas – [SUSHISAMBA](#), which has a fusion menu of Japanese, Brazilian and Peruvian cuisine.

[João's Place](#), a secret apartment speakeasy inspired by the Liberdade neighbourhood of São Paulo will host colourful evenings of music, sunset sessions and incredible cocktails.

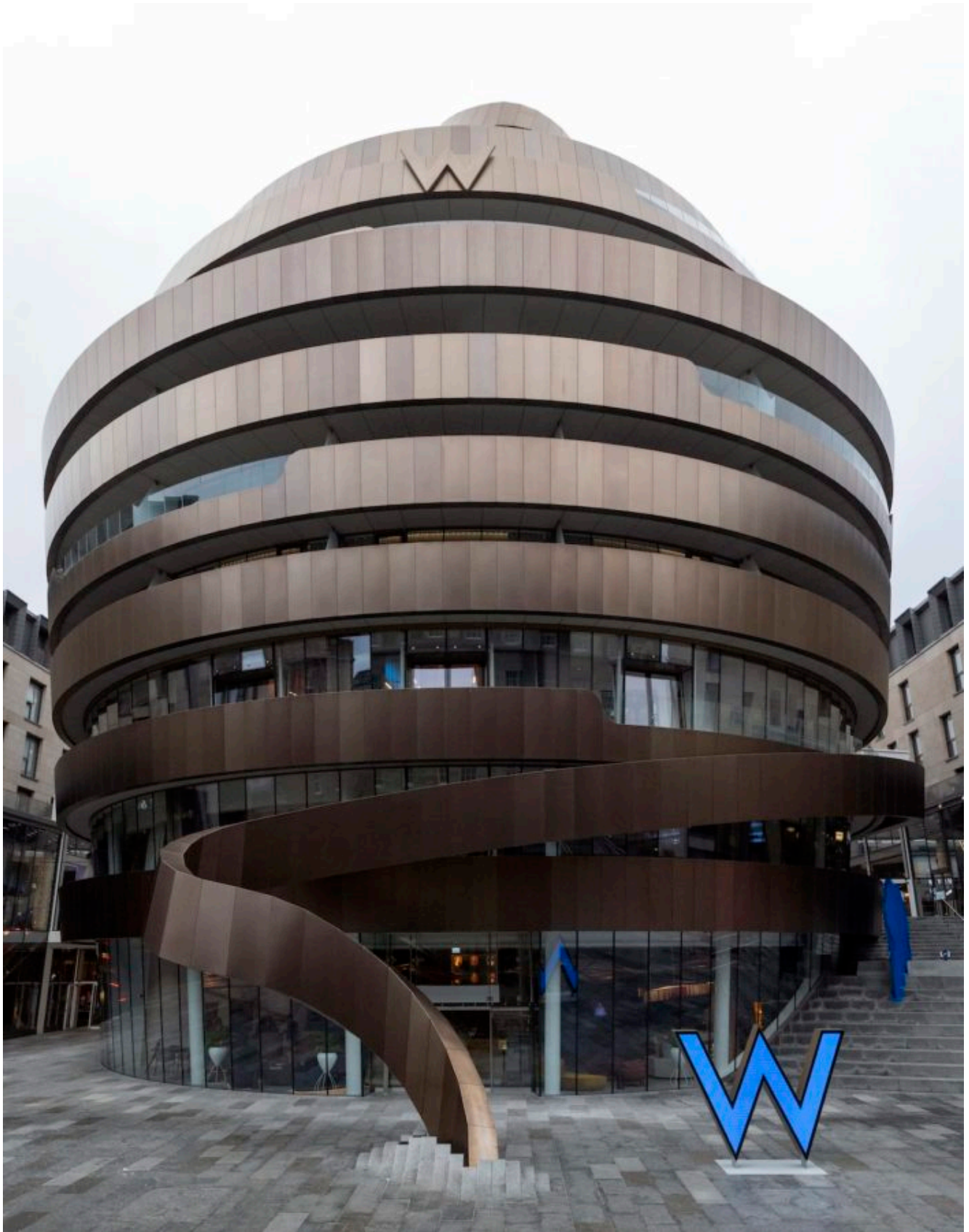
The stylish [W Lounge](#) reimagines Gaelic cuisine with a sharing-style menu with the best Scottish produce. There are unparalleled views of Edinburgh from the roof terrace, with its Igloos allowing visitors to enjoy the view whatever the weather.



29/11/2023 A space with views to Fife. PHOTO Alan Simpson



29/11/2023 The W Hotel PHOTO Alan Simpson



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