



nhow London offers complimentary dog afternoon teas to celebrate International Dog Day

To celebrate the event on August 26th, all four-legged guests will be treated to the delicious afternoon tea



Left to right: Penthouse Suite, Premium room and lobby and reception.
Images are available for download [here](#).

London, 21 August 2023 - In celebration of International Dog Day, due to place on August 26, Minor Hotels' upper-upscale design-led property in East London, **nhow London**, will be treating all four-legged guests staying on August 25 and 26 to a complimentary dog afternoon tea* for a tail-wagging celebration.

Renowned for treating furry guests as VIP guests (Very Important Paws) with meticulously curated dog-friendly rooms (also cat-friendly) that include plush bedding, toys and welcome treats, the chefs at nhow London will prepare an extra special assortment of homemade cupcakes with cream cheese frosting, frozen peanut butter bites, calming treats and a puppuccino for the special day... as well as tea or coffee and a muffin for the paw-rents too.

Room prices start from £200 per night this weekend (August 25 to August 27).

Opened in January 2020, nhow London has 190 rooms and is conveniently positioned in the heart of East London, between the City, Islington and Shoreditch, and just a ten minute walk from Old Street station.

Embedded amongst some of London's trendiest neighbourhoods, nhow London embodies the concept "London Reloaded" and plays with the contrasts between tradition and innovation, featuring bold and fresh design ideas throughout, with inspiration taken from British icons such as the Royal Family and London landmarks. This contemporary take includes a Big Ben rocket sculpture in the lobby and unconventional images of past monarchs in the bedrooms.

Finally, sustainability is a driving force at nhow London and the property has recently been selected as a finalist at the Green Collection Hotel of the Year award competition organised by Global Hotel Alliance.

For further information visit www.nhow-hotels.com/en/nhow-london/

**One complimentary dog afternoon tea per dog.*

Ends

Notes to Editors:

about nhow hotels

nhow is Minor Hotels disruptive hotel brand, known for its iconic establishments. Inspired by the cities in which they are located and designed by the leading creative minds of our times (Foster+Partners, OMA, founded by Rem Koolhaas, Karim Rashid, Sergei Tchoban, Teresa Sapey and Matteo Thun, among others), nhow is simultaneously a hotel and a creative hub. Each nhow establishment becomes a landmark in its city, a melting pot for creativity. At a nhow hotel everything is unexpected, through-provoking and surprising. Every room, restaurant and lobby are an invitation to meditate, a call to take action in our lives, as embodied by the slogan #changenhow. Each guest will live their own personal experiences with one thing in common: the wow factor! Located in key urban districts undergoing a transformation, the nhow hotels quickly emerge as landmarks for self-discovery and experimentation through 'activism'. Why wait? The time is now, nhow.

about Minor hotels

Minor Hotels is an international hotel owner, operator, and investor currently with more than 530 hotels in operation. Minor Hotels passionately explores new possibilities in hospitality with a diverse portfolio of properties designed intelligently to appeal to different kinds of travellers, serving new passions as well as personal needs. Through our Anantara, Avani, Oaks, Tivoli, NH Collection, NH Hotels, nhow, Elewana, Marriott, Four Seasons, St. Regis, Radisson Blu and Minor International properties, Minor Hotels operates in 56 countries across Asia Pacific, the Middle East, Africa, the Indian Ocean, Europe, South America and North America.

With dynamic plans to expand existing brands and explore strategic acquisitions throughout opportunistic markets, Minor Hotels pursues a vision of a more passionate and interconnected world. Minor Hotels is part of the GHA DISCOVERY loyalty programme, enabling travellers to savour every moment at home or away, while being recognised and rewarded at participating hotels and resorts worldwide.

For more information, please visit www.ghadiscovery.com and www.minorhotels.com
Please also visit our newsroom: www.minorhotelsne.pr.co

For further information and press images, please contact:

Hume Whitehead Ltd

*Laura Boo: Tel: +44 (0)20 3375 4050 / +44 (0)20 3375 4056 / Email: laura@humewhitehead.co.uk
Daniel Johnson: Tel: +44 (0)7429 256 670 / Email: dan@humewhitehead.co.uk
Richard Hume: Tel: +44 (0)20 3375 4050 / +44 (0)20 3375 4051 / Email: richard@humewhitehead.co.uk*