

**Subject:** EVENT RELEASE: The Standard London hosts the closing party for London Design Festivals' 19<sup>th</sup> Edition

The Standard



CÎROC  
V O D K A

LONDON DESIGN FESTIVAL CLOSES THEIR 19<sup>TH</sup> EDITION WITH A PARTY IN DECIMO AT THE STANDARD, LONDON

LONDON DESIGN FESTIVAL CLOSES THEIR 19<sup>TH</sup> EDITION ACROSS THE CAPITAL WITH A PARTY IN DECIMO AT THE STANDARD, LONDON



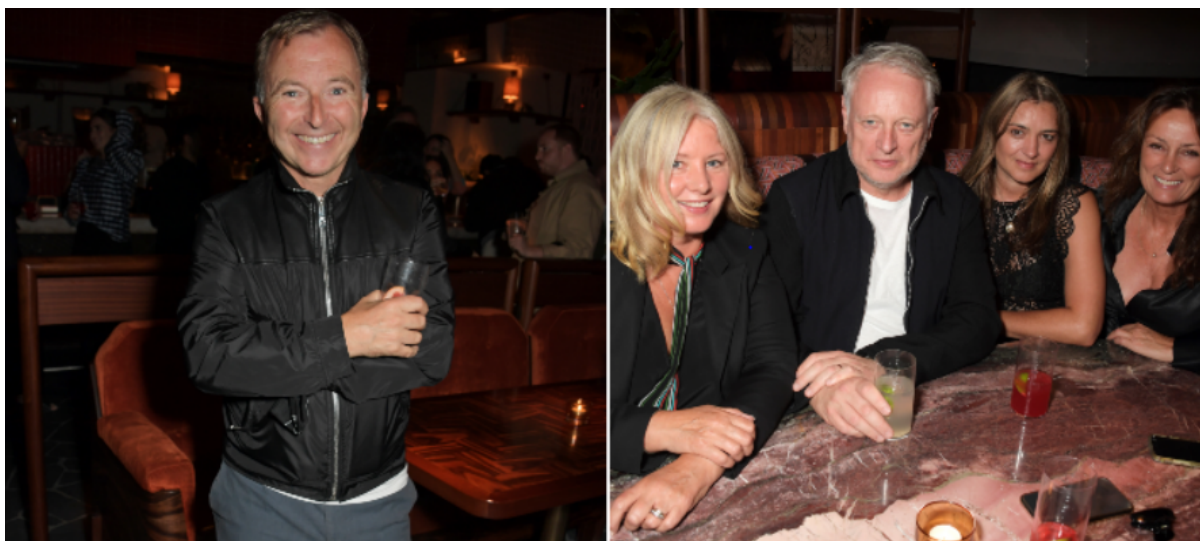
*Link to hi-res Getty Images [here](#)*

London Design Festival last night celebrated their 19<sup>th</sup> edition at a closing party at The Standard, London. The Festival has established itself as one of the highlights of the autumn creative season, and since being founded in 2003, has promoted London as the design capital of the world.

Ben Evans CBE, co-founder and director of London Design Festival was joined by personal and professional friends for an unmissable celebration, including London brightest design talents: **Camille Walala, Tony Chambers, Thomas Heatherwick, Benjamin Hubert, Peter Marigold, Yinka Ilori, Trevor Griffiths, Tricia Ronan, Yael Mer and Shay Alkalay.**

Guests enjoyed Cirocco and Mule Caliente cocktails courtesy of CÎROC Vodka

@thestandardlondon @l\_d\_f\_official #ldf21



### **ABOUT THE STANDARD, LONDON**

The Standard, London, which opened on 11 July 2019, was the first international opening for The Standard group. Situated on Euston Road opposite St. Pancras Station, the hotel is housed in the historic Camden Town Annex. The hotel's design celebrates the history and architecture of the building and neighbourhood while connecting it to its future and the ongoing revival of King's Cross.

Regarded as one of the world's most innovative hospitality brands, The Standard has brought its distinctive culture and irreverent style to London. From New York's Meatpacking District to Downtown Los Angeles' Financial District, The Standard has been praised for being the first to seize on the idea that hotels can deliver more than just a place to sleep, becoming a brand celebrated for its industry-leading in-house culture, art and music events.

The Standard, London is designed by The Standard's in-house design team in collaboration with Shawn Hausman Design and has 266 bedrooms, some including outdoor terraces and bathtubs overlooking St. Pancras Station, as well as a curated Library Lounge and Standard Sounds recording studio and record press. The F&B offering comprises Double Standard, the ground floor bar and restaurant with extensive wraparound terrace; Isla (currently closed), which caters for the Library Lounge; and Decimo, the hotel's destination 10th floor restaurant by Peter Sanchez-Iglesias, accessible by an exterior lift with views overlooking the city.

### **ABOUT LONDON DESIGN FESTIVAL**

Established in 2003 by Sir John Sorrell CBE and Ben Evans CBE, London Design Festival celebrates and promotes London as the design capital of the world.

London Design Festival has since earned the reputation as a key calendar moment of London's autumn creative season, alongside London Fashion Week, Frieze Art Fair and the London Film Festival, attracting the greatest thinkers, practitioners, retailers and educators to the capital, in a citywide celebration.

### **ABOUT CÎROC VODKA**

CÎROC Vodka was launched in 2003. Unlike most vodkas that are derived from grain, it is distilled from fine French grapes which results in a luscious and elegantly smooth mouth-feel. Created by Master Distiller Jean-Sebastien Robicquet, CÎROC Vodka, is distilled five times at the historic Distillerie de Chevanceauxin the South of France. Robicquet saw an opportunity to create a sophisticated, luxury vodka which is a reflection of the lifestyle adopted by the modern elite who dream big, celebrate their successes and go against the grain. Living in "the now" is at the heart of CÎROC Vodka, encapsulating luxury, trendsetting moments within fashion, music and popular culture.