

# ACE HOTEL - LONDON



## THE BRIEF

When the design team at the Ace Hotel couldn't find the exact leather they needed for their London bistro Hoi Polloi, they turned to Fameed Khalique for help. The brief was to source a vegetable tanned nude leather, to be used throughout the hotel and restaurant to enhance the modern minimalist design scheme masterminded by Universal Design Studio. The public spaces were envisioned as an interactive hub for hotel guests as well as a destination for Creatives in the local area.

## THE SOLUTION

Fameed Khalique worked closely to provide the specialist leather for the Ace's public spaces. Fameed worked directly with contacts at the world's best tanneries to develop the exact colouration and finish to create the raw, 'undone' look demanded by the brief. The hands-on, collaborative approach adopted by Fameed Khalique and team alleviated the pressure on the design team resulting in a seamless sourcing process and a successful result.

“ We have very few brand standards at Ace, but especially love a simple, minimally vegetable tanned leather. In the past, we've gone to tanneries ourselves or saddle makers and had to hand choose the hides, measure them and arrange to transport them to our fabricator. It's always been a very tedious and careful process, but being in London handicapped us from using our usual resources in the US. Fameed and his team took the guess work and risk out of it by tirelessly and assiduously working with us to develop this exact coloration and finish for the Ace London project. So raw and undone is sometimes tough to achieve. It made what was beginning to be a challenging sourcing exercise into a real hands-on, collaborative experience. ”

*Loren Daye - Dept of Interiors, Ace Hotel Group*

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## ABOUT US

Fameed Khalique offers a collection of the world's most innovative and unique materials. We also offer a bespoke sourcing solution to help clients find exactly what they need, no matter how challenging.

## BE INSPIRED

Come and visit us to experience the innovative collection hands on, or follow us on Twitter, Pinterest and Instagram to receive our feed of constant inspiration.



## CAN WE HELP?

See what our team can achieve for you. Get in touch on +44 (0)20 7351 2401 or [info@fameedkhalique.com](mailto:info@fameedkhalique.com) [fameedkhalique.com](http://fameedkhalique.com)

