

NEW SERVICED APARTMENT BRAND, COVE, OPENS FLAGSHIP LOCATION IN LONDON'S CANARY WHARF.



One-bedroom apartment and lobby area at Cove Landmark Pinnacle, Canary Wharf. Credit: Penguin's Egg.

Monday 29th November 2021 — Following its launch in June this year, next generation serviced apartment brand Cove has opened a new flagship location in UK's tallest residential building, Landmark Pinnacle, in the heart of London's Canary Wharf.

Overlooking the waters of South Dock, 'Cove – Landmark Pinnacle' is situated in a prime location, just 13-minutes from London City Airport, close to the upcoming Elizabeth Line and nearby vibrant restaurants, shopping and entertainment venues. Arranged over the first ten floors of Landmark Pinnacle, a 75-storey high-end residential tower developed by Chalegrove Properties, the serviced apartments benefit from the building's unique amenities and uninterrupted views across London.

The 162 thoughtfully designed serviced apartments include 72 studios and 90 one-bedroom apartments, 54 of which feature a private winter terrace. Amenities accessible to all guests include a social lounge, co-working area, yoga studio and meeting rooms located on the first floor. In addition, guests can enjoy access to some of Landmark Pinnacle's facilities, including its high-spec gym on the 56th floor, private dining area, and roof terrace and winter garden, which provide breath-taking skyline views across the capital.

Each apartment has been designed with the modern traveller in mind and features bespoke furniture that delivers both practicality and style, enabling guests to treat the space like home – for a short or long stay. Hallmark features include signature kitchen tables to accommodate flexible working and dining, comfortable beds with integrated storage, plus custom rust-red sofa beds to host additional guests and families.

Apartments at Cove Landmark Pinnacle will feature fully fitted kitchens, king-size bed as well as integrated technology including a smart temperature control, smart TVs, and super-fast private Wi-Fi. In addition, one-bedroom apartments all include a dishwasher, washer-dryer, oven, and hob, plus a spacious kitchen table to work from. Each apartment also benefits from floor-to-ceiling windows with spectacular views of the city and London skyline.

Stephen McCall, CEO of parent company edyn, commented: "We're thrilled to launch Cove Landmark Pinnacle, which marks a milestone in the growth and evolution of the brand. Every

detail of this project has been designed to accommodate new, flexible ways of working and living which are increasingly in demand by the modern traveller. We're delighted to see the return of both corporate and leisure travel, and with its return we've noticed a shift in attitude that favours less frequent, but longer stays – prompted by a renewed responsibility for their environmental impact. Cove has been designed to acknowledge and adapt to these changing traveller habits, which will become increasingly prevalent in the coming years."

Room rates start from £145 for a studio apartment.

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About Cove:

Work-life balance has changed. Cove is a next generation serviced apartment brand, which has emerged in response to the need for a different kind of accommodation and a new way of being. Cove's spacious apartments combine thoughtful design with future-facing technology, embodying the notion of flexible living to enable life in all modes.

Each Cove apartment features superfast private Wi-Fi, fully fitted kitchens and living space, as well as ergonomic seating and workspace to provide travelers autonomy while away from home. Cove launched in June 2021, with locations in London and Liverpool; further openings are planned imminently in Reading, Nottingham, Cardiff, Bristol and Manchester.

For more information, please visit: www.staycove.com

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