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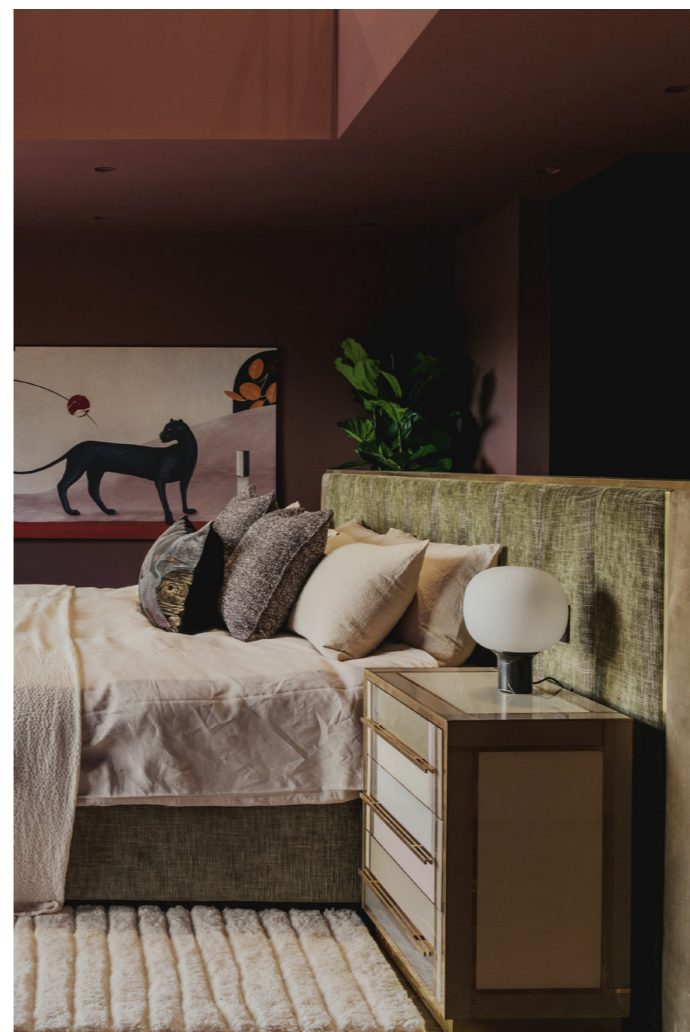
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The SLEEP masters

FROM THREAD-COUNT TO SQUARE METRES OF SPACE, THERE'S A FORMULA TO THE ULTIMATE MASTER BEDROOM. **ALEXANDRA GOSS** INVESTIGATES LONDON'S TOP HOTELS AND PENTHOUSES TO DISCOVER LANDMARKS IN LUXURY





WHERE THE MAGIC HAPPENS

Opening spread: The principal bedroom in The OWO residence designed by Angel O'Donnell boasts walls lined with colourful art **Clockwise from top left:** Exuding the design studio's signature quiet luxury, Elicyon's residence at The OWO boasts a king size four-poster with a difference; to celebrate Kensington's association with modern bohemian creativity, Angel O'Donnell's bedrooms at Lancer Square are full of arty patterns and rich texture; the voluptuous Budleigh bed by Naturalmat offers supreme comfort

Sleep has become the ultimate luxury. Scientists estimate that we spend about a third of our lives asleep and also spend seven years trying to drift off – which makes having a restful bedroom so important.

Yet it's not only about slumber, the master bedroom is increasingly a place to showcase style. And if you get it right, it could even help sell your home. "Buyers tend to focus on three key areas: the kitchen, living area and principal bedroom," says Verity Wakley, associate director at Savills Sloane Street. "Features such as a spacious layout, an en suite, abundant floor space and ample built-in storage can ultimately influence a buyer's decision to make an offer."

In London's best hotels, the

bedrooms are as large as possible – the 190 rooms in the new Peninsula London (*peninsula.com*) in Belgravia, for instance, start at 50 sq metres, or 538 sq ft. And luxury developers have been following suit, meaning there's plenty of space for the most important piece of furniture: the bed.

Many interior designers agree that a truly luxe main bedroom should boast the largest bed



that fits comfortably in the room – that usually means king size at least, although Camilla Clarke, creative director of Albion Nord (*albion-nord.com*), opted for an emperor for the principal suite in the three-bedroom show apartment she designed at The Bryanston, Hyde Park (*thebryanston.co.uk*). "In a spacious bedroom, an emperor bed makes a statement and creates a natural focal point, without feeling overwhelming in the space," Clarke explains.

You should also ensure there is enough room around the bed. Amy Dalrymple, creative director at Dalrymple Studio (*dalrymplestudio.co.uk*), advises allowing at least 80cm on each side and at the foot.

Four-posters are the epitome of elegance if you have the ceiling

height – as seen to great effect in a show apartment at The OWO designed by Elicyon (*elicyon.com*), which features a bespoke four-poster by The Cornish Bed Company (*cornishbeds.co.uk*).

And some beds are also high-tech to provide the best night's sleep possible. Top of the range at Swedish brand Carpe Diem Beds (*carpediembeds.co.uk*) is the Vindö, an adjustable model that offers automatic lumbar and neck support with head and footrests that can be lowered or raised to suit the occupant's needs. It also has a variety of massage functions that can be controlled via an app, as well as built-in under-bed lighting.

Many designers advocate natural materials for mattresses as they're breathable and better able to regulate the sleeper's

IN A SPACIOUS BEDROOM, AN EMPEROR BED MAKES A STATEMENT AND CREATES A NATURAL FOCAL POINT

temperature – and the same principle applies to bedding. The Peninsula London boasts the finest 400 thread-count sheets by Quagliotti (*quagliotti1933.it*) and has 12 different options on the pillow menu, while Albion Nord's apartment at The Bryanston has European white goose-down pillows and duvet and 700 thread-count hemstitch cotton sheets & pillowcases from Heirlooms Fine Linens (*heirlooms-linens.com*).

When it comes to colour, the most luxurious main bedrooms avoid large expanses of bright

hue or pattern, sticking instead to more relaxing neutrals and soft textures. At Albion Nord's Bryanston apartment, the walls are covered in a cream silk wallcovering that contrasts with the dark timber of the floor and joinery, while Aliona Ione, interior designer at SHH (*shh.co.uk*), advocates a "less is more" approach, with the focus on statement art pieces. Artwork is the centrepiece of a residence at The OWO designed by Angel O'Donnell (*angelodonnell.com*), which boasts mixed media collages by Ema Mano

PRIME SLUMBER

Above, left to right: Studio Duggan opted for rich plush surfaces and enveloping tones for this whimsical Hertfordshire bedroom; the luxury styling and emperor bed of this spacious master bedroom of this West Kensington residence has contributed to its £3.35m guide price, listed through Savills



NEUTRAL TERRITORY

Above, left to right: Handmade in Sweden, Carpe Diem Beds' adjustable Vindö model combines a spectacular floating design with sumptuous comfort; five-star styling meets immaculate function in this Charlton Brown-designed dressing room, with wraparound wardrobe storage and a dresser island with accessories drawers, all in a lavish palette of alabaster, cream and white

Epps and Jyoti Bharwani and an oil by Richard Ballinger.

When it comes to furniture, a small sofa or chaise longue at the end of the bed is perfect for curling up with a book. "The more soft furnishings you have, the more the sound will be dampened and I love to have really thick lined curtains in a bedroom to keep out the draughts," says Amanda Ransom, founder of Amanda Ransom Design (amandaransom.com). As well as having lamps on bedside tables, a dressing table is also a good place to add lamps that can

then be layered with dimmable chandeliers and wall sconces.

While air conditioning is becoming more popular in bedrooms as our summers get hotter, good sound-proofing and storage are also crucial, with bespoke wardrobes especially sought-after. "Clever cabinetry, especially in a city, can be hugely appealing," says Harry Buchanan, director of Jackson-Stops Westminster and Pimlico.

The finest principal bedrooms have a separate dressing room, although Oliver Deadman, head of design at Clive Christian Interiors

(clivechristianfurniture.com), is seeing a growing demand for his-and-hers dressing rooms. "This space is designed for comfort and pleasure as well as practicality – many dressing rooms incorporate seating, entertainment systems and even a dry bar or coffee machine," he says.

Deadman will often integrate custom-built safes with watch winders, jewel pads and currency drawers, operated by fingerprint recognition, and is increasingly putting in Sub-Zero beverage centres, Kaleo integrated-countertop wine coolers and even warming drawers used to preheat linens and bathrobes. "It means the principal bedroom is evolving into an entertaining space – and is fast becoming somewhere occupants don't want to leave," he says. **L**

MANY DRESSING ROOMS INCORPORATE SEATING, ENTERTAINMENT SYSTEMS AND EVEN A DRY BAR

PHOTOGRAPH: CARPE DIEM BEDS; TARAN WILKIU