

myhotels & 210th add some je ne sais quoi to Valentine's Day
Click & Book A Valentine's Stay With A Sensory Twist
Complimentary Upgrade* For Online Bookings at New Look
myhotels.com

London 26th January 2012 – To add some sizzle and zing to love this Valentine's Day, myhotels has partnered with erotic lifestyle brand 210th www.210th.com creating a cheeky package available at myhotel Bloomsbury, myhotel Chelsea and myhotel Brighton, so frisky couples can take advantage of a sensuous Valentine's experience with a twist.

Guests who book the 210th Valentine's package will receive a sumptuous bag of erotic treats including a rhinestone vibrator, massage oil and a massage duck for shower or bath, satin blindfolds, 25 saucy assignments - to surprise and delight each other on the 14th February. The package also includes breakfast.

210th is an international brand which embodies love, attention, intimacy and communication. The 210th concept is to encourage love by bringing people closer together. According to Sofie Rockland, founder and owner of 210th, intimacy, eroticism and communication are inextricably linked and deserve constant attention within a relationship.

The 210th one night Valentine's Day package starts from £199 +vat, based on two people sharing, valid for stays between 1st February and 29th February date. To book visit www.myhotels.com or call myhotels reservations on 020 7637 2000. Online bookings via www.myhotels.com will receive a complimentary room upgrade to encourage visitors to experience and explore the innovative hotel group's newly launched website.

The revamped myhotels.com site has been created to give visitors a truly immersive, interactive and informative insight into the hotel and the destination beyond. The innovative hotel group gives guests a personalised hotel experience tailored to the individual, and the new look website reflects this, with the emphasis on a sense of place for each of the three very distinct hotel destinations - Chelsea, Bloomsbury & Brighton; as well as through creative content and stunning imagery, delivering a seamless journey from looking to booking.

Ends

Editor's notes

*Rates and upgrades are subject to availability and cancellation charges may apply

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About myhotels group

Each of our boutique hotels in London and Brighton, delicately balance award-winning design and unique experiences with a distinctive local flavour. Add the warmth and dedication of myhotels openhearted team and the result is a harmonious synergy between people and place. That's why we've become known as the 'feng shui' hotel group. Our vision is to provide a service that cannot be found anywhere else in the world - a service that panders more towards your requests, rather than being based on assumptions. Forever adapting to the changes of the hospitality industry, whilst simultaneously staying a step ahead of your individual requests, this boutique hotel group is excited about the future.

About 210th

Sofie Rockland studied fashion at the Institute for Fashion, Management and Design 'Mr. Koetsier' in Amsterdam. After 10 years of fashion experience and her many travels to the Far East, she decided to take the step to launch her own brand, 210th. 210th offers an exclusive line of luxury beautiful designed boxes offering you and your partner scintillating challenges with luxurious erotic accessories. Each stylish box offers you and your partner all the ingredients to provide each other the right dose of attention in the relation and keep the passion on a high level. The 210th Experience line consists of massage oil and the major expansion of this product line will be launched in June 2012. To complete the erotic journey, 210th is also offering luxury lingerie for those who love to seduce and pleasure. Her mission: more love, intimacy and quality time for each other. Closer together!