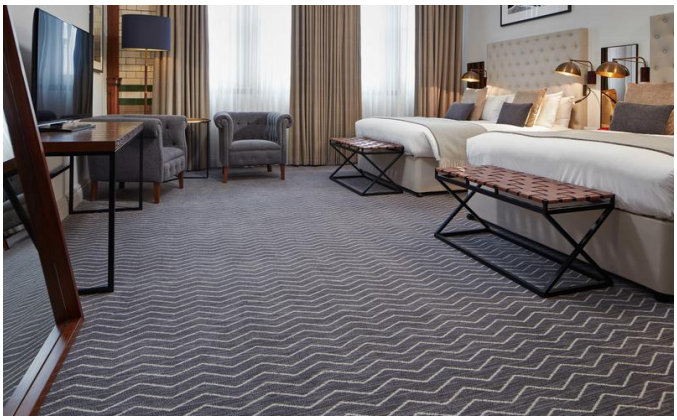
The Principal Manchester

Brintons



Principal Hotel Company Ltd and Starwood Capital Group commissioned Brintons to design the carpets for luxury 4 star hotel, The Principal Manchester. Brintons created bespoke carpets to suit the hotel's colour palettes and listed period details.

The terracotta Grade II listed Victorian building was the former headquarters for the Refuge Assurance Building in Manchester, designed by Alfred Waterhouse and built in 1895. With an extension added onto the main building in 1912 designed by his son Paul Waterhouse, which included the introduction of the building's characteristic clock tower, it became the home to The Palace Hotel in 1996. Following extensive renovations some years later, the Principal Manchester opened in 2016.

The £25 million pound renovation now hosts 270 guest rooms with details that reflect the property's period, including wood paneling and tiled brickwork. The numerous designs Brintons created for the rooms all reflect the building's original purpose.

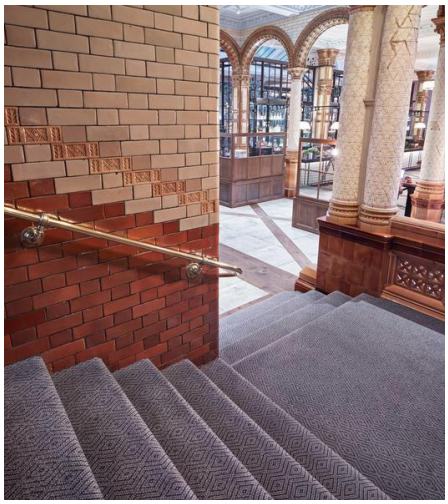
> "Our Brintons bespoke carpets are a significant element to the hotel's renovation. The design details and colour scheme of the carpets highlight the classic Victorian features, from wood panelling and fireplaces to tiled brickwork, evident in the majority of the venue's guestrooms and common areas."
>
> **Sarah Thorpe, Commercial Business Manager**
> Brintons

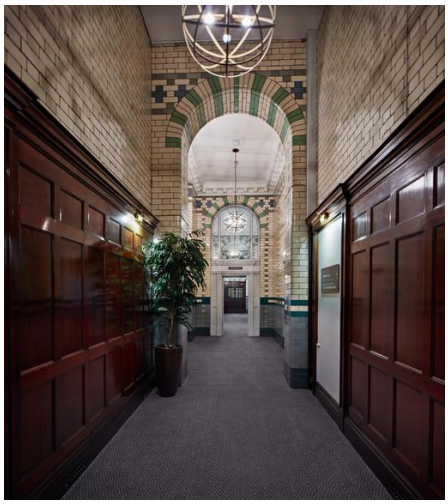
Brintons created a bespoke grey and white herringbone-patterned carpet to complement the guestrooms' colour palette of bronze, cream and grey, and bespoke geometric-patterned carpets with a tonal colour palette for corridors and staircases.

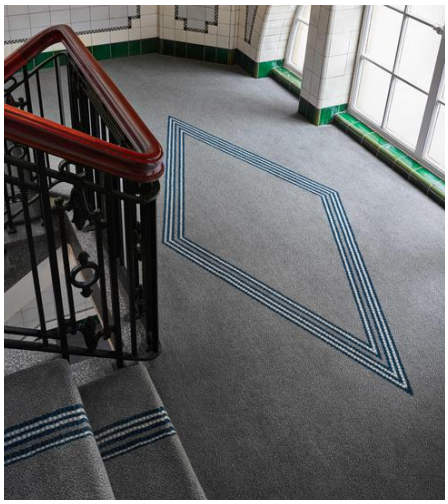
Brintons have also supplied bespoke carpets for Principal hotels in York, Glasgow, Edinburgh and recently London.

Project summary

Name	The Principal Manchester
Details	15,000m2 bespoke axminster carpets - guestrooms, corridors and staircases
Date	November 2016







If you have a similar project you would like to discuss, please contact our central team:

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