

Press Release, 08 November 2018

Bringing a world of experience back home: 25hours Hotels launches its new 25hours-things web shop

There are plenty of good reasons for presents, especially in the run-up to Christmas: inspired by this idea, the 25hours Hotels world of experience is now also available from the comfort of your own home. Not only does the new online 25hours-things shop promise a wide range of products, it offers above all a very individual experience. 25hours-things highlights the unique origins of every single product in the hand-picked range, inviting visitors to explore and browse through a delightful collection.



Accessible at www.25hours-things.com, the online shop holds a selection of 350 to 500 items by a variety of labels and brands.

Besides 25hours evergreens like products from STOP THE WATER WHILE USING ME! and a selection of bags from the brand FREITAG, it is

also the place to find extraordinary accessories by Craftory, hand made specifically for 25hours and exclusively available from the web shop. Craftory fashions its wares in a factory in the south of Estonia that has been family-owned for generations. All products are made using leather from a small organic tannery in Sweden.

Local partners from the literary world have also contributed with exceptional titles and products. Among them are copies of the legendary oversized-format SUMO series on a variety of topics by the Cologne-based publishers TASCHEN, as well as the “Scent of the Sea” (Duft des Meeres), which was developed by Mare Verlag.

Also featured in the shop is an alternating collection with products by Birkenstock, Converse, Docker’s, Red Wing, Millican, Sennheiser, Eat Dust, Andersen Andersen, Merz beim Schwanen, Han Kjobenhavn, Monokel, Hestra, Kleen Kanteen and Langbrett. Other exciting collaborations and exclusive products by prestigious brands like NOMOS Glashütte or Horizn Studios are also planned for 2019.

For more information about all of the 25hours Hotels, visit www.25hours-hotels.com

25h things

come as you are.



25hours Hotels videos: [youtube.com](https://www.youtube.com)

Press material and images: <https://www.25hours-hotels.com/company/presse/bilder>

About 25hours Hotels

25hours is a young hotel idea characterised by personality and a charming and relaxed service, which seeks to find contemporary answers to the demands of urban, cosmopolitan travellers. The brand focuses on individuality, authenticity and character, and designs each of its hotels in partnership with various designers and in a unique style, under the motto 'Know one, know none'. The 25hours Hotel Company was founded in 2005 by Stephan Gerhard, Ardi Goldman, Christoph Hoffmann and Kai Hollmann, and now operates eleven hotels in German-speaking countries. 2018 will also see another opening: 25hours Hotel Terminus Nord (Paris) The 25hours Hotel Firenze and 25hours Hotel Dubai will open in 2020. The 25hours Hotel Company formed a strategic alliance with AccorHotels in 2016, and now also pursues hotel projects around the globe.”

Press contact

25hours Hotel Company
Juliane Marquardt
PR Manager
Zollhaus, Ericus 1
20457 Hamburg
p +49 40 22 616 24 193
media@25hours-hotels.com

come as you are.