

city by city room service

WGSN's personal recommendations for the best places to stay from ultimate luxury to affordable chic on your global research and shopping trips, chosen for their style and location. We will constantly be adding to the list. Your **comments and ideas** are welcome.

amsterdam hotels

Hotel V



Victorieplein 42

1078 PH

Amsterdam

Tel: +31 (20) 662 3233

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Situated in *the* up-and-coming area of De Pijp (pronounced pipe), just south Amsterdam's city centre, Hotel V is individual without the pretension of some design hotels. Doubles from €115.

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Hotel V

Matt Bancroft, WGSN 07.09.06

Situated in the rapidly up-and-coming area of De Pijp (pronounced pipe), just south of Amsterdam's city centre, Hotel V is individualistic without the pretensions of some design hotels.



Owned and run by husband-and-wife team Mirjam and Tom Espinosa and Tom's sister Jacqueline, Hotel V was completely refurbished in 2001 and designed by Mirjam, who got her inspiration from trips abroad – particularly New York City's Hudson, created by hotelier Ian Schrager and designer Philippe Starck.

The 24 rooms, spread over four floors, all carry one of four messages based around the letter V – HaVe Fun, GiVe Don't Take, LoVe Don't Hate and LiVe and Let LiVe – intended to provide positive vibrations. Ikea-style furnishings are clean and minimalist set off with big furry cushions on beds. Mirjam designed it to be eclectic but so that guests would not be made to feel "privileged" to stay there in the way she views so-called "design hotels".

A highlight for WGSN was the hotel's energising "V" breakfast. A great selection of exotic fruits, as well as standard Dutch fare of ham and cheese, are served in a long room with cow-print seats...

Recent guests include two well-known young Dutch writers Kluun and Saskia Noort. Musicians Basement Jaxx stayed for a few days while in the city to support Robbie Williams's concerts at the Amsterdam Arena.



Nearby attractions include Albert Cuypmarkt. The largest market in the Netherlands with over 300 stalls, it sells everything from spices to vintage clothes and, of course, a huge variety of Dutch cheeses. It is mostly frequented by locals and still relatively free of tourists.

If you're hungry, the market is lined with dozens of good-value restaurants representing just about any global cuisine that comes to mind – particularly those that recall the country's colonial history.

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Amsterdam

Tel: +31 (20) 662 3233

Email: stay@hotelv.nl

Website: www.hotelv.nl

Prices: Doubles from €115

- Hotel V is a 15-minute tram ride from Amsterdam's Central Station – the hub of the city's transport network

WGSN comment

- Situated in *the* up-and-coming area of Amsterdam
- Avoid the tourist traps while still within easy reach of the city centre
- Energy-boosting "V" breakfast