



Floridita

Floridita London unveils intimate 'Salon Rojo' lounge

On 4 October, **Floridita London** reveals a more intimate, relaxed and decadent side of Cuba with the unveiling of **Salon Rojo**. A luxurious drinking den away from the dance-floor, **Salon Rojo** offers a relaxed, informal space to catch up with friends, entertain guests or relax with a glass of aged rum after dinner in the Floridita restaurant.



Saturated with rich, layered tones of red, **Salon Rojo** is designed to evoke the passion and fun of classic Cuban chic. Behind the printed screen entrance, a quirky and eclectic mixture of baroque-style furniture, textured wall panels and upholstery invite guests to savour the taste of **Floridita London's** hallowed daiquiris and exclusive collection of cigars from neighbouring **La Casa del Habano**.

For a more secluded affair, **Salon Rojo** can be reserved for private functions and gatherings and can be tailored to individual requirements. For private reservations, please call Floridita London on 020 7314 4000 for details.

- ends -

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For further information, please contact Marcus Braybrook or Sally Page at APR Communications, tel: 020 7351 2227 or email spage@aprcommunications.com

Salon Rojo at Floridita London

100 Wardour Street, London W1 020 7314 4000
Sunday to Wednesday 5.30pm – 2am
Thursday to Saturday 5.30pm – 3am

For details of international Floridita membership, please contact Clare Bond on 020 7314 4022.

Notes to Editors:

- **Floridita London** is a joint venture between Conran Holdings and Havana Holdings, bringing the famous Cuban bar and restaurant, Floridita, and luxury cigar boutique and lounge, La Casa del Habano, to London.