Music Concierge Has Shoreditch Dancing to Its Beat

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Opening on 21 April, M By Montcalm has chosen award-winning music consultants, Music Concierge to strengthen its brand identity, enhance the hotel's personality and heighten overall customer experience.

Located in London's Tech City Shoreditch, M By Montcalm brings a new breed of luxury hotel to London's Silicon Roundabout. This futuristic landmark with stop-and-stare angular architecture, caters to both the entrepreneurial start-up CEO and the Shoreditch hipster, by offering next level technology whilst promising a high level of sophisticated luxury.

M By Montcalm has chosen to use Music Concierge's expert team to ensure its customers have the most memorable, inspiring and personable experience – through the power of music.

It is essential that the sound and feel of the hotel's destination 17th floor roof top bar and restaurant attracts both savvy Londoners and City executives, whilst the music at cocktail bar Tonic & Remedy speaks relevance to local creative industries and taste-makers. Hence the hotel's signature sound has its fingers firmly on-the-pulse of both innovation and credibility.

Music Concierge is the preferred go to expert for leading hoteliers, restaurateurs, retailers at home and abroad including: Cahoots, The Savoy, Claridge's, Dirty Bones, COMO Hotels & Resorts, Dunhill, Hunter's flagship store, Mulberry, Orlebar Brown, The Upper House, Yas Mall, Banana Island Resort Doha by Anantara to name a few. Brand spaces can truly come alive when music is manipulated by music gurus, Rob Wood and his team, providing industry leaders with a creative solution and providing the secret to the missing ingredient – music.

For more information visit: www.musicconcierge.co.uk

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Notes to Editors

About Music Concierge

A ground-breaking music consultancy offering a bespoke service to brands and branded spaces, Music Concierge designs and supplies high-quality playlists for luxury brands, boutique hotels, leading restaurants and bars, and high-end retail spaces. Music Concierge creates a unique audio identity or 'musical DNA' for each of its clients. Tracks are expertly tailored to the target audience, trading pattern, and the property's personality, with an atmosphere that corresponds closely with the desired impact of the brand experience. Whether the brief is to underline the heritage of a property or brand, or to position it on the bleeding-edge, no two playlists are the same.

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