

ST GILES LONDON COLLABORATES WITH STREET ARTIST PEGASUS TO HONOUR DIANA, PRINCESS OF WALES, WITH A SPECIAL LIMITED-EDITION PRINT

30 June 2021, St Giles London, Bloomsbury, United Kingdom

In partnership with London street artist Pegasus, St Giles London hotel has unveiled a limited-edition "Life is Just a Journey" print to commemorate Diana, Princess of Wales, on what would have been her 60th birthday.

Pegasus, a long-time admirer of Diana, Princess of Wales, is also celebrating his 10th anniversary as a street artist and has honoured the shared milestone with ten hand-painted limited-edition prints, one for each year as an artist.



Pegasus said: *"Given what we've all experienced since March 2020, Princess Diana's absence is even more acutely felt. There is a void in our collective hearts for her kindness, humanity, and the way she cared for others. She always used her privilege to help those most in need, regardless of background, and I felt the urge to remind us of this to influence how we treat each other today".*

Ten admirers of Diana, Princess of Wales and Pegasus will get a chance to share in this heartfelt tribute as St Giles Hotels is gifting a "Life is Just a Journey" print to the first ten guests to book the "[Pegasus Package](#)" at the St Giles London hotel in July. This package also includes:

- Accommodations in one of the property's newly renovated rooms
- Complimentary daily breakfast
- Meet and greet on arrival with Pegasus

10% of the revenue generated from the "[Pegasus Package](#)" will go to Hotels with Heart, the official charity initiative of the St Giles Hotel Group, which focuses on helping the most vulnerable in the communities within which St Giles operates.

Abigail Tan, CEO of St Giles Hotels UK, Europe & America, said: *"Diana, Princess of Wales, remains an inspiration to myself and our team here at St Giles. The impact of her tireless work on behalf of many charities continues to reverberate throughout the world today. With this collaboration, we wanted to honour her legacy while marking her 60th birthday in a way that created a moment of connection between our artist in residence, Pegasus and fellow admirers of the Princess."*

-ENDS-

Please click [HERE for more images](#)

About St Giles Hotels

With eight hotels across Asia, Australia, Europe, and North America, the St Giles family of hotels invites business and leisure travellers to experience the most central locations in the hearts of major cities around the world. St Giles is uniquely positioned to provide the attentive service and charm of boutique hotels, with the signature St Giles Experience of warm, authentic and locally-rooted hospitality. St Giles Hotels recognises that every guest has individual needs and style, which is why the group's portfolio spans three levels of service: Three Star, Four Star and Signature. The Group continues to grow its family of hotels, Coming Soon – St Giles Southkey – in Johor, Malaysia. For more information or to make a reservation, please visit www.StGilesHotels.com. Follow St Giles Hotels on [Facebook](#) and [Instagram](#) @stgileshotels.

About PEGASUS

North London street artist Pegasus is renowned for playing with popular culture's most recognisable icons to produce fabulous pieces of stencilled art. His work is innovative and playful, and sometimes controversial. He uses bright, bold colours in his pop-art style stencils, which often include shades of blue, pink and red. At first glance, his work is fun and "feel good," but upon further inspection, many of his pieces become thoughtful works of art, where he cleverly manages to capture the personality behind the iconic figures he chooses to feature. Pegasus is on Camden Council's "Do not remove" list, which means his work is protected and you don't need to walk far in London to discover artwork produced by this talented street artist. St Giles Hotels have chosen to form a creative partnership with Pegasus because he fits perfectly with the mantra of the hotels, which is to 'Be Central'. Originally from California, Pegasus is heavily influenced by Andy Warhol, Daren West - the Neon Artist – and, of course, the ever elusive Banksy. Follow him @PegasusArt.

About Hotels With Heart

The Hotels With Heart initiative was born out of a desire to breathe a deeper soul and meaning into the St Giles Hotels group and its team. With hotels in major cities around the world, we impact the societies and communities around us every day, through the interactions that we have with our neighbours, the guests we greet, the jobs we provide, but also the resources of the city that we use. The initiative lies at the core of the St Giles culture and values, which poses the question – what can we do to positively impact those less fortunate than us? It seeks to find ways for the brand to become involved in our local communities; to impact causes that matter to our teams and our guests who become our extended family and to give the individual hotels a soul, a face, a heart. St Giles Hotels is constantly looking to give opportunities to those who have a passion for hospitality, to teach them, to foster the hoteliers of the future and to build a stronger internal hotel team.