



SLEEPER



Following its real-world debut in Manchester, [Leven](#) – the new lifestyle hotel brand launched by Wellbrook Hospitality and Joshua and Ben Senior of Branco Capital – is launching its second site, in the Metaverse. Set to launch in Autumn 2022, the plot of virtual land will be located in the Fashion Estate of Decentraland.

“As the Metaverse evolves from a sci-fi concept into a reality, every industry disrupted by the digital era will feel its impact. We believe the potential for creative hospitality brands is limitless and in building the Levenverse we will be one of the first lifestyle brands to blaze a digital trail in the early Metaverse,” says Leven co-founder Joshua Senior. “We have some exciting partners lined up as we connect our real life space with the online, and create a digital amenity space for our customers. We’re excited to push traditional boundaries, bring the Leven brand to new audiences and explore the opportunities the digital future holds.”

Leven means “to live” and is a brand that has freedom at its heart, to be experienced on a guest’s own terms. As such, the Levenverse will be a place open to all, enabling global networking of likeminded people in an immersive, fun virtual hotel environment, expanding upon Leven’s physical social spaces to reach a broad audience. Users will be able to create their own social and game experiences when they visit the Levenverse.

The Leven brand is also known for supporting local creative and artistic talent through collaborations, exhibitions and pop-ups, so the Levenverse will provide an extended platform for makers, creators and innovators to showcase their work, as the physical Leven hotel in Manchester does, through commissioned NFTs and creative digital experiences for users. Visually striking, the Levenverse will embrace freedom of design, with traditional hotel spaces such as the elevator, lobby, guestroom, spa and gardens all reimaged.

Becoming a resource to help make wellness and self care a part of everyday life is another of Leven's objectives. With this in mind, practitioners will share tools and resources to support physical, emotional, social, spiritual and intellectual health, such as virtual fitness classes with personal trainers and guided meditation sessions, which will be linked to real-world classes that takes places at its inaugural property.

Building on Leven's popular line of merchandise in Manchester, there will be scope for elevated e-commerce in the Levenverse with brand extension product collaborations, bespoke NFTs and wearables. The brand is exploring integrating cryptocurrency payments, enabling Bitcoin payment in both IRL and AFRL locations.

The virtual space will fully integrate with the real life property, holding shared values, online and offline events, partnerships and activities, including artist collaborations with names such as Lillie Bernie, who will design NFTs for the Levenverse galley, launched together with an exhibition of physical work in Manchester.

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