

THE COOKIE JAR:

Flooring for a Boutique Hotel Full of Character

Set within the former Convent of Mercy in the heart of Northumberland, The Cookie Jar is a boutique hotel that blends historic architecture with contemporary luxury. Carefully restored to preserve the character of the original building, its eleven individually designed suites offer a warm and welcoming retreat where period features sit comfortably alongside modern interiors.

Eaton Square Flooring worked closely with the owners to supply flooring throughout the guest bedrooms and communal spaces, helping to create interiors that respect the building's heritage while delivering the comfort and durability expected of a luxury boutique hotel.



Complementing a Unique Interior

From exposed stone walls and original timber beams to church bell ropes and oversized birdcages, every room at The Cookie Jar has its own distinctive personality. Rather than competing with these carefully chosen design features, the flooring was selected to provide a calm, understated backdrop that enhances the character of each space.

The owners wanted to combine carpet and wood flooring throughout the hotel, giving every room its own identity while maintaining a consistent design language across the property. The result is a collection of interiors that feel individual yet connected, each with its own sense of warmth and charm.



Softness Underfoot

For the guest bedrooms, Eaton Square Flooring's Tightrope carpet in the shade Eiderdown was selected. Its subtle linear loop pile construction introduces texture without overwhelming the interior, while the soft neutral tone complements the building's original features and the rich palette of furnishings. The natural texture of the carpet helps create comfortable, inviting spaces where guests can relax, while its robust construction offers the performance required in a boutique hospitality setting.

Characterful Wood Flooring

To reinforce the connection between the hotel and its Northumberland surroundings, the owners selected wood flooring from Eaton Square Flooring's Hamptons collection.

With its rustic grade, natural knots and authentic grain, Hamptons brings warmth and texture to the interiors while reflecting the rural character of the surrounding landscape. The timber develops further character over time, making it particularly well suited to a property where authenticity and craftsmanship are central to the guest experience. Its durability also makes it an excellent choice for areas that experience regular foot traffic, combining practicality with timeless appeal.



Crafted for Everyday Hospitality

The hotel's communal spaces required flooring that could withstand constant use without losing its visual appeal. Eaton Square Flooring's Spice collection was chosen for these areas, offering the resilience of a pure wool loop pile carpet alongside a rich, textured finish that complements the boutique interior.

Designed for demanding hospitality settings, the collection provides long-lasting performance while adding warmth and comfort to the shared spaces where guests gather and unwind.



Bringing the Interior Together

The Cookie Jar is a wonderful example of how carefully selected materials can support the character of a historic building without overshadowing it. By combining bespoke carpet selections with natural wood flooring, Eaton Square Flooring helped create interiors that feel relaxed, elegant and entirely in keeping with the building's unique story.

From the individually designed guest suites to the welcoming communal spaces, every flooring choice contributes to an atmosphere that is both luxurious and inviting—allowing the history, craftsmanship and personality of The Cookie Jar to take centre stage.





