



The Mayfair Townhouse

Mayfair gets a new generation of *lifestyle hotel*

The Mayfair Townhouse

From the powerhouses behind Iconic Luxury
Hotels, Britain's finest boutique properties



From the people who brought you the renowned Cliveden House and Chewton Glen, comes The Mayfair Townhouse - a new high-end neighbourhood hotel overlooking London's Green Park. Curious, engaging, witty - The Mayfair Townhouse delivers the unexpected and redefines what it means to be a London hotel. Part of Iconic Luxury Hotels, this is the fifth hotel in the portfolio, introducing a new unexpected personality from the traditional brand offering. Think Oscar Wilde meets Alice in Wonderland. Bringing a new lifestyle product into one of London's most distinguished neighbourhoods, The Mayfair Townhouse is the new charismatic 'kid on the block' - a product that has never been experienced in Mayfair.



Dandy is the cornerstone theme and design language of The Mayfair Townhouse, building on the historic connections with Oscar Wilde, Half Moon Street and the dandy lifestyle associated with Mayfair. Capturing this playful spirit to create a new era of the Dandy, Goddard Littlefair has helmed an authentic, quick-witted design of The Townhouse. Telling the tale of Oscar Wilde's world through an imaginative design, Goddard Littlefair has revived the interiors of the 15 townhouses, of which seven are Grade-II listed, bringing to life the Georgian spirit and blending this with a contemporary rhythm. The fox, the hotel's mischievous motif, is woven throughout the hotel, from the art collection showcasing a series of fox images, to intricate design elements throughout the property.

The design delves into the personalities of the original inhabitants of the area, taking inspiration from characters like Wilde and his contemporary aesthetes, and also the flamboyant aesthetic movement of that period. The result? A contemporary Georgian style interwoven with English eccentricities, capturing the adventurous mischief of the dandy. Twists of the unexpected, curiosities, and a humorous, playful design tone resonate throughout the hotel through various fabrics and colour palettes, to create a flamboyant dressing on the residential townhouse.

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A carefully stylish, imaginative home for the modern traveller - the essence of the new Townhouse invites discerning travellers who appreciate an intuitive, perceptive level of service and a guest who

above all, has a refined palette for curiosity.



Moments of surprise await around every corner.

Without the traditions of a regular hotel, there is no room at The Townhouse that has not been thoughtfully curated. The hotel bridges the gap between ritzy high-end lavish hotels and the corporate enterprise properties that currently stand in Mayfair.

When you walk through the doors of The Townhouse, expect the unexpected. Moments of surprise await around every corner of the fifteen connected Georgian buildings that line Half Moon Street, which was once the setting for Oscar Wilde's most famous play, *The Importance of Being Earnest*. Built from 1730, Half Moon Street was a colourful haunt for bachelors, bohemians and artistic types in Victorian London. During this time many of Half Moon Street's townhouses were split into residential apartments for the elite to live before marriage. Iconic fictional characters such as Oscar Wilde's Algernon Moncreiff and P. G. Wodehouse's Bertie Wooster resided here. Moments of this history and culture are immersed throughout The Mayfair Townhouse's discreet address, and define the central pillars of design and personality of this eclectic house.



If the walls could talk.

If the walls could talk. Art plays a pivotal part of the hotel, with Minda Dowling, a leading art specialist, curating unique and unusual pieces for The Mayfair Townhouse to further bring each space to life. The hand-picked collection includes both known names and emerging artists, to celebrate different creators of our time, all with their own wow factor. Take Clarita Brinkerhoff's peacock sculpture for instance - the piece sits at 67 inches high and is made out of 25,000 Swarovski crystals. Guests are invited to learn about the art through special QR codes that have been developed - so guests can scan and absorb details.



Aptly named The Dandy Bar is the heart and soul of The Townhouse. This is where you will find refuge from the bustling streets of Mayfair.

A theatrical, dimly lit atmosphere that creates a place to see and be seen.

The Dandy Bar epitomizes bespoke cocktails. Take The Mayfair Dandy for example - an avant-garde take on the classic Dandy cocktail once enjoyed by hedonists of the area. Of course, the design evokes the dandy spirit. Lampshades have silk pleated shades, seating is covered in printed velvets and leathers, while marble, brass and high gloss timbers adorn the room. The flamboyance

of flapper outfit feathers and the traditional gentleman's pocket inspire the design of The Dandy Bar.

Flavours of whimsy, yet practicality make its way through The Townhouse's individually designed guest rooms and suites. From the functional Classic Rooms, to the indoor-outdoor living themed Garden Suites, to the Dandy muse 'Signature Suites' - every corner of each room is thoughtfully designed and appeals to what the discerning modern traveller is seeking today. Expect to find the highest quality linens and robes, superb bathrooms, luxury mattresses, his-or-her toiletries and good lighting and intelligent use of space. Little touches reflecting the hotel's quick-witted personality include exclusive mini bar contents from local artisans.

- 172 Bedrooms and Suites

Including 19 Suites, 2 of which are Garden Suites

- The Dandy Bar

- 2 Private Dining Rooms and versatile event spaces

- Private gym



Without a traditional restaurant at The Mayfair Townhouse, you are invited to The Lower Ground floor - a vibrant space located downstairs off the entrance lobby. Appealing to the modern nomad traveller, this is a place to work, explore and connect with the personalities of the time, and enjoy breakfast. Take in the whimsical characters on the walls as you enjoy this convivial library-esque space. Beyond lies a further dining room, which instils a feeling that it belongs to the residence's owner. Your own private versatile oasis which can be used for private dining, or a 'meeting of the minds' gathering place.

Always at your service at The Mayfair Townhouse is Les Clefs d'Or (The Golden Keys) Concierge. Alongside ensuring reservations at the hottest restaurants and bars in Mayfair, of which there are plenty, they ensure every guest departs having discovered a hidden gem. For example, a stone's throw from The Mayfair Townhouse, embrace the charm of Shepherd Market, a buzzing square which up until the mid 18th century held an annual May Fair attracting revellers from far and wide, eventually giving the area its name.

Andrew Stembridge, Executive Director of Iconic Luxury Hotels, who has been instrumental in developing this outstanding lifestyle hotel for London's Mayfair commented:

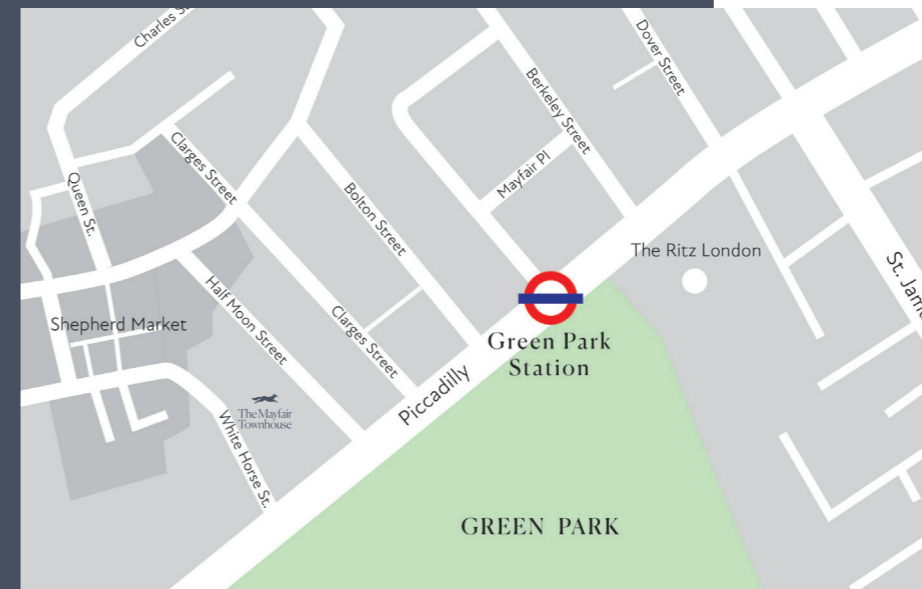
“There is nothing like The Mayfair Townhouse. We created a product - a personality - that's exceptionally unique to our collection at Iconic Luxury Hotels.

something totally different and something totally unexpected.

We're looking to give London and travellers from all over the world, something fresh, something totally different and something totally unexpected. This is a new and exciting chapter for Iconic Luxury Hotels, and as we welcome our second property in London, we look forward to creating remarkable memories in the heart of Mayfair.”

A key benefit of The Mayfair Townhouse is its central London location, Mayfair. Synonymous with status, heritage and prestige, Mayfair offers both old and new world exclusivity. On the corner is Piccadilly where Fortnum & Mason, The Royal Academy of Arts, and historic Burlington Arcade brush shoulders with Green Park and Hyde Park Corner. From there, venture further into the heart of the most expensive property on the Monopoly board into an enclave of fine dining, luxury shopping, art galleries and museums. Listed buildings line neighbouring Bond Street's world of prestigious shopping with its world-class retailers. It is also the base for auction houses Sotheby's and Bonhams.

The Mayfair Townhouse is where you'll find both luxury and the joy of the unexpected. Guests come for the exceptional service and inspiring atmosphere and leave with a renewed confidence that choosing personality over conformity is always worth it.



GDS Codes

Amadeus (1A) - YX LONMAY

Sabre (AA) - YX 388725

Galileo/Apollo (UA) - YX G1694

Worldspan (TW) - YX LHRMF

Pegasus (WB) - YX 30841


**The Mayfair
Townhouse**

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MEDIA INFORMATION:

Images of The Mayfair Townhouse can be found [here](#)

Follow along for updates on The Mayfair Townhouse [here](#)

More information on Iconic Luxury Hotels can be found [here](#)



ABOUT ICONIC LUXURY HOTELS

Our ethos and purpose is simple: to provide iconic luxury in its finest form.

Iconic Luxury Hotels is an eclectic collection of properties, each of which celebrates distinct architecture, cultural heritage and natural surroundings. Every property has its own character, traditions and stories but they share a common commitment to delivering outstanding experiences.

The current portfolio includes some of the world's most famous 5 star country house hotels from Cliveden House in Berkshire to Chewton Glen on the South coast, as well as the historical Lygon Arms Hotel in the Cotswolds and city cousins, 11 Cadogan Gardens and The Mayfair Townhouse in London.

Founded in December 2016, the group is part of the successful L+R Hotels, a highly motivated family-owned global hotel investment and management company.

