



The Mayfair Townhouse

FACT SHEET



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About The Mayfair Townhouse

Opened in May 2021, The Mayfair Townhouse is the fifth British hotel from Iconic Luxury Hotels. Located on Half Moon Street alongside Piccadilly, The Mayfair Townhouse is a collection of 15 Georgian townhouses, seven of which are listed buildings. Home to 172 rooms and suites, each accommodation type offers a different narrative derived from the spirit of the 'Dandy' era. There are a variety of different Room types, a collection of modern Suites (some with their own private patio) and three Signature Suites that mimic the luxury lifestyle that Mayfair is known for while providing incredible views overlooking London's vibrant West End. The heart and soul of the Townhouse is **The Dandy Bar**, a theatrical yet sophisticated bar offering refuge from the bustling streets of Mayfair. **The Lower Ground** of the Townhouse consists of **The Club Rooms** (a non-traditional restaurant destination), **The Den** (a semi-private dining room that instils the feeling of belonging to the residence's owner) and **Oscar's Study** (a larger private dining/meeting room available for exclusive use).

Overseeing the design of the Grade-II listed hotel was acclaimed interior design firm Goddard Littlefair, who have tied the series of Georgian buildings together by creating a residential townhouse aesthetic throughout. Drawing inspiration from characters such as Oscar Wilde (Half Moon Street was the setting for Oscar Wilde's most famous play, *The Importance of Being Earnest*), and the flamboyant aesthetic movement of that period, the hotel showcases a contemporary British style with flamboyant, witty touches

throughout. Twists of the unexpected, curiosities, and a humorous, playful design tone resonate throughout the hotel whilst maintaining the sense of a discreet Mayfair residency.

Location

Situated on Half Moon Street alongside Piccadilly and located near Green Park, a key benefit of The Mayfair Townhouse is its central London location. Mayfair is home to world-class shopping, bespoke retailers, fine dining restaurants and cultural attractions. Walkable from Green Park, Hyde Park Corner and Piccadilly Circus underground stations, the property is easily reachable via several London underground lines. The Mayfair Townhouse is a short walk from London Victoria Rail Station, a hub for connections to London Gatwick Airport via The Gatwick Express. The property is also a seamless drive from London's major airports: London City, London Gatwick, London Heathrow, and London Stansted.

Directions

By London Underground: Take the Piccadilly, Victoria or Jubilee line to Green Park Station. From there, the property is a quick 3-minute walk.

By Rail: If arriving to Victoria Station, The Mayfair Townhouse is a pleasant 15-minute walk through Green Park and past Buckingham Palace.

By Road: Overnight secure parking is available, just a 10-minute walk from the townhouse (prices available upon request).

Mayfair Neighbourhood

The property's central location is in one of London's most fashionable neighbourhoods. The Townhouse offers a flamboyant backdrop to explore the cultural hub of London's trendy West End. Synonymous with status, heritage and prestige, Mayfair offers both old and new world exclusivity. On the corner of the property's location, you will find 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, world-class retailers, art galleries and museums.

History

The Mayfair Townhouse is steeped in rich history. The district of Mayfair has cemented itself as one of the world's most distinguished neighbourhoods - though, this esteemed setting was not always the case. Mayfair's humble beginning dates to before the Norman Conquest to Anglo-Saxon times. Through various bequeaths and following the Dissolution of the Monasteries, the 'The Hundred Acres' of pastureland that was eventually to become Mayfair passed in 1662 to Alexander Davies, who unluckily died from the Plague in 1665 leaving the bulk of this estate to his infant daughter Mary, who was eventually betrothed and married to the baronet, Sir Thomas Grosvenor.

In 1686 the decision was taken with the approval of King James II, to move the then annual 'May Fair' from its original home to a corner of the muddy field owned by Lady Mary Grosvenor, today known as 'Park Lane'. The annual May Fair continued to attract a sordid crowd and, to culturally improve the area in 1764 wealthy landowners commissioned property developer Edward Shepherd to design the area known today as 'Shepherd Market' as the new home of the May Fair.

By an Act of Parliament in 1711, Mary's land was then passed to the male line of the Grosvenor family and leases began to be granted to develop the vacant fields into an estate of "overriding architectural unity". Feverish levels of building followed, with royalty and aristocrats quickly snapped up residences in this now sought-after area and the dandy lifestyle that once thrived in Mayfair, is perfectly captured in our playful personality today.

The Mayfair Townhouse lines the illustrious Half Moon Street, named after the 'Half Moon Tavern' that once stood on the corner. Half Moon Street is the setting for Oscar Wilde's most famous play, *The Importance of Being Earnest*. Built from 1730 and completed by 1746, Half Moon Street was a colourful haunt for bachelors, bohemians, and artistic types in Victorian London. During this time, many of the street's townhouses were split into residential apartments for the elite to live before marriage. Iconic fictional characters such as Oscar Wilde's Algernon Moncrieff and Bertie Wooster's in P. G. Wodehouse's famous comedies resided here. These characters live on in the Townhouse today, through a quick-witted design and playful art collection.

Architecture & Design

The transformation and design of The Mayfair Townhouse was helmed by award-winning Interior design firm Goddard Littlefair. Drawing on design elements of the Dandy era and the property's Georgian architecture, The Mayfair Townhouse elegantly blends the rich history of the old, with the electricity of the new, to create an essence of 'Old Mayfair, Meets Mayfair.' Throughout the property there are nods to its past, from the period furniture to colour scheme to curated artwork that restores the Georgian spirit to the property in a modern and eclectic way.

The design delves into the personalities of the original inhabitants of the area, taking inspiration from characters like Wilde and his contemporary aesthetes, and 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.

Art

Art plays a central part throughout the hotel with Minda Dowling, a leading art specialist, curating unique and unusual pieces for The Mayfair Townhouse to further bring the spaces to life. The carefully considered collection includes both well-known names and emerging artists. Standout artwork includes Clarita Brinkerhoff's peacock sculpture, sitting at 67 inches high and made from 25,000 Swarovski crystals. The fox, the hotel's mischievous motif, is woven throughout the hotel. For those wanting to learn more about the artwork, QR codes have been developed so guests can scan the code that will provide information on the piece.

Accommodation

Featuring 172 guestrooms, The Mayfair Townhouse offers luxurious and refined accommodations in the heart of London's vibrant West End. Rooms and Suites come with complimentary minibars. Ideal for leisure or business travellers, the flexible accommodation is also perfect for family and group travel.

ROOMS:

There are five room categories: Cabin Room, Classic Room, Deluxe Room, Deluxe Garden Room, and Executive Room.

Rooms range from an average of 46 sq. ft. to 72 sq. ft. and include a range of queen and king beds. Every corner of each room attentively services the discerning modern traveller, with amenities to match equipped workstations, dressing tables, luxury mattresses and bespoke toiletries. The regal blue walls provide a lush, enveloping feel, while the warm gold accents richly enhance the space. A subtle, yet bold palette of rouge red lining complements the intelligent use of space, with a twist. Limited edition images by Miss Aniela complete the Rooms, telling fascinating narratives through art. The Deluxe Garden Room comes with its own private patio.

SUITES:

There are three suite categories: The Junior Suite, The Green Park Suite, and The Garden Suite.

Suites range from an average of 85 sq. ft. to 130 sq. ft. and feature king beds. The Suites at the Townhouse offer a dandy indulgence into the style and prestige synonymous with Mayfair. A 'sweet' haven to the bustling neighbourhood streets, the Suites marry nature with style. Bringing a sense of the outdoors in, photographs and images evoke romanticised gardens and the fauna of England. Expect to find the highest quality linens and robes, luxury mattresses, bespoke toiletries, all through a sophisticated use of space. Little touches reflecting the Townhouse's quick-witted personality include minibar contents from local artisans.

MULTI-ROOM SUITES:

At the Townhouse, you'll find thoughtfully spacious interconnecting two, three and four-bedroom suites. The open plan layout provides enough room to entertain, sleep the whole family and indulge in opulence all at the same time. A slightly quirky sense of style plays out on the walls and through the rich jewel tones. Enhancing the sense of Mayfair luxury, the master bedrooms and guestrooms are fitted with the highest quality linens, robes, bespoke toiletries, and exclusive amenities that can only be found here. Start the morning on your secret private patio and soak in the views of London's vibrant West End.

SIGNATURE SUITES:

There are three signature suites: The Skylight Suite, The Fifth Floor Suite, and The Loft Suite.

Ranging from 154 sq. ft. to 253 sq. ft. each Signature Suite evokes the feel of a private residence home through timber flooring and soft upholsteries. Rich jewel tones mimic the colourful ensembles of the dandies that once strolled the neighbourhood. The expansive bedrooms lead into spacious living areas and head-to-toe marble bathrooms. The airy open-plan design offers enough space when entertaining, but privacy when you are not. Whether you are looking to soak in the Victorian rooftops from above, or seeking panoramic views of London's vibrant West End, the lavish Signature Suites offer the prestige lifestyle associated with Mayfair, in an unexpected way.

Food & Beverage

There is no traditional restaurant at The Mayfair Townhouse, instead, there is an all-day dining concept that can be enjoyed in The Club Room. **The Club**

Room is designed to have the feel of a home-like lounge rather than a formal restaurant, playing to the concept of The Mayfair Townhouse feeling like a private residence for its guests. Over at the aptly named **The Dandy Bar**, the properties sophisticated bar, you will find eclectic signature drinks and classical cocktails that can be enjoyed throughout the day, paired with smaller, shareable plates.

The Dandy Bar

The heart and soul of the Townhouse, aptly named, The Dandy Bar is inspired by the dandy characters of Mayfair's past and present. A theatrical, subtly lit, cosy atmosphere creates a place to see and be seen in the heart of Mayfair. The essence of a private club, without the frills of a membership. Taking inspiration from the British Dandy actors of today, while serving the very best in classics, we tell imaginative stories through expressive cocktails. An extensive curated list of cocktails and spirits define the menu, and avant-garde takes on the classic Dandy cocktail once enjoyed by hedonists of the area.

The Club Room

Located in The Lower Ground at the Townhouse, The Club Room serves a bountiful breakfast buffet and an all-day menu. A place to relax, work and connect with different people in a convivial, warm setting.

Meetings & Special Events

The Lower Ground is the lowest floor of the Townhouse, home to The Club Room, The Den and Oscar's Study, the latter two are small and larger meeting spaces and/or private dining rooms. The Mayfair Townhouse is a modern, stylish hub for entertaining. Host a salon, celebrate milestones, or turn the Townhouse into your own private meeting space. The versatile Lower Ground can be transformed to suit any occasion, hosting up to 100 persons. Bespoke menus, theatrical cocktails, creative canapes, all in an engaging, warm atmosphere.

The Den

Beyond the walls of The Lower Ground, you will find The Den, a semi-private space that has the feeling of belonging to the residences' owner, this versatile oasis can be used for intimate celebrations, private dining or simply a meeting of the minds gathering place. Amenities include complimentary Wi-Fi; state-of-the-art audio and visual services; laptops, iPads and fax machines upon request; 24-hour multilingual secretarial staff upon request.

Oscar's Study

Located on The Lower Ground, Oscar's Study is a private meeting space available for exclusive use. With a capacity for 8 people, Oscar's Study can be transformed for intimate meetings or private dining.

Dog Amenities

The Mayfair Townhouse is dog-friendly. Beds, bowls, meals, treats, and special amenities are available for visiting dogs.

Amenities/Services

24-hour room service
24-hour day and night porter service
Air conditioning
Bar (The Dandy Bar)
Bathrobes and slippers
Breakfast

Car Parking nearby
Complimentary Wi-Fi
Concierge Service
Chromecast Technology TV
Communal working areas
Dog friendly
Family friendly
Gardens and parks nearby
GHD Hairdryer
Informal dining
In-room safe
Interconnecting room options
Iron and ironing board
Laundry, ironing service and dry cleaning on request
Mobile check-in, check-out service using the hotel's App
Nespresso machine, kettle, and mineral water
Office facilities on request
Picnics available on request
Private meeting rooms, event space and private dining rooms
Telephone
Turn-down service
Welcome amenities

Rates

Nightly rates starting at:

ROOMS

Cabin Room £252 per night
Classic Room £312 per night
Deluxe Room £360 per night
Executive Room £420 per night
Deluxe Garden Room £480 per night

SUITES

The Junior Suite £660 per night
The Green Park Suite £1,440 per night
The Garden Suite £1,980 per night

SIGNATURE SUITES

The Loft Suite £2,400 per night
The Skylight Suite £2,970 per night
The Fifth Floor Suite £2,970 per night

All pricing based on a room only basis for two people. Full English breakfast from £25 per person.

MAYFAIR TOWNHOUSE BOILERPLATE

THE MAYFAIR TOWNHOUSE is a 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 and offers an unexpected new personality from what the brand is traditionally known for - think: Oscar Wilde meets Alice in Wonderland. 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.

At the heart and soul of the Townhouse is the aptly named Dandy Bar, inspired by the dandy characters of Mayfair's past and present, The Dandy Bar is a theatrical, subtly lit, sophisticated bar where you will find eclectic signature drinks and an extensive curated list of cocktails, that can be enjoyed throughout the day, paired with smaller shareable plates. The Dandy Bar has the essence of a private club, without the frills of membership. Free from the constraints and traditions of a regular hotel, there is no room at The Mayfair 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.

ABOUT ICONIC LUXURY HOTELS

Iconic Luxury Hotels was founded in December 2016 and is an expanding hotel company with an international focus. The collection of owned and managed hotels comprises an eclectic mix of properties each of which celebrates distinctive architectural style, cultural heritage, and natural surroundings. Each 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 hotels from Cliveden House, one of England's finest country estates, to the Hotel Excelsior in Italy which is the home of the Venice International Film Festival. The other UK hotels comprise the Chewton Glen, an English estate on the South Coast; The Lygon Arms, a 14th Century Coaching Inn in the Cotswolds; 11 Cadogan Gardens in Chelsea, one of London's most prestigious residential neighbourhoods; The Mayfair Townhouse which sits in the heart of exclusive Mayfair; and the newest addition to the collection The Chelsea Townhouse, which opened its doors in September 2023. Later this year we will see the opening of the luxurious Palm House Hotel, in Palm Beach, Miami, Florida.

Iconic Luxury Hotels is part of L+R Hotels, a family-owned global hotel investment and management company with an extensive portfolio of more than 115 hotels, with 23,000 bedrooms across the UK, Europe, the US, and the Caribbean. With an evolving collection, ranging from select service hotels in Europe's most sought-after cities, to opulent, five-star assets and breath-taking leisure resorts, many of which are in the world's most exclusive locations, including Barcelona, Grand Cayman, Ibiza, London, Los Angeles, Mallorca, Monte Carlo, Turks and Caicos, Venice and more.