



# The Mayfair Townhouse

## WHAT MAKES THE MAYFAIR TOWNHOUSE SPECIAL



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- **Seven Grade II listed buildings** form part of The Mayfair Townhouse's 15 Georgian townhouses lining Half Moon Street.
- **Named after the Half Moon Tavern** that once stood on the corner with Piccadilly, Half Moon Street was the setting for **Oscar Wilde's** most famous play, The Importance of Being Earnest. The central character, Algernon Moncrieff, lived, albeit fictionally, in the bachelor's chambers at 14 Half Moon Street.
- **Built from 1730 and completed by 1746**, Half Moon Street was a colourful haunt for bachelors, bohemians, and artistic types in Victorian London.
- **Half Moon Street** retained its literary associations into the 20th century. The many writers, poets and literary icons who took residence on the street included journalist, art critic, and devoted friend of Oscar Wilde, Robbie Ross, who took rooms at 40 Half Moon Street. The residence was frequently visited by Siegfried Sassoon, one of the leading poets of the First World War.
- **Iconic fictional characters** such as Algernon Moncrieff and Bertie Wooster's in P. G. Wodehouse's famous comedies resided on Half Moon Street and through quick-witted and playful design, live on in the townhouse today.
- **Art plays a pivotal role in the hotel's design.** Minda Dowling, a leading art specialist, curated unique and unusual pieces for The Mayfair Townhouse to bring each space to life. The hand-picked collection includes known names and emerging talent, each with their own wow-factor and story.
  - Take **Clarita Brinkerhoff's peacock sculpture** for instance which sits at 67 inches high and is made from 25,000 Swarovski crystals.
  - Also, guests are invited to learn about the art through **QR codes**. Simply scan as you move throughout the building.
- **Aptly named, The Dandy Bar is the heart and soul of The Mayfair Townhouse** and is inspired by dandy characters of Mayfair's past and present. A theatrical, cosy atmosphere creates a place "to see and be seen" in

the heart of Mayfair. Taking inspiration from British dandies of today, while serving the very best in classics, The Dandy Bar tells imaginative stories through an extensive yet curated list of cocktails and spirits.

- **The Mayfair Townhouse's mascot, the fox**, is the property's symbol of the subversive and mischievous characteristics of the aesthetes whose influences were channelled in the hotel; playfulness counterbalanced with wisdom are themes that run throughout the hotel's design.
- **The Garden Suites at The Mayfair Townhouse are inspired by Cecil Beaton's love of gardens**: a crittall framed conservatory with doors opening to a small, walled courtyard allowing guests to enjoy their own English garden in the heart of London.
- **Shepherd Market, described by locals as "The Heart of Mayfair"** is a charming small square and piazza with a variety of boutique shops, restaurants, and impressive Victorian pubs. This tiny little enclave tucked away between Piccadilly and Curzon Street, was developed in 1735-46 by Edward Shepherd and Mayfair itself is named after the infamous fifteen-day "May Fair" that took place on the site that is Shepherd Market today.
  - **The May Fair** took place every year from 1686 to 1764. By the 18th century it attracted various showmen, with popular attractions including bare-knuckle fighting and semolina eating contests.
- **Within parts of Mayfair many buildings are interlinked in fascinating ways**. Some even have shared facilities, with cellars crossing from one side of the street to another. For example, Penhaligon's the perfume house, and prestigious wine merchant Berry Bros. & Rudd have shared exit and entry points for tunnels which head in all sorts of directions.
- **Buckingham Palace, and Green Park, one of the Royal Parks** are a very short walk from The Mayfair Townhouse. Buckingham Palace has served as the official London residence of the UK's sovereigns since 1837 and has over 750 rooms. The Green Park beside the Palace offers a quiet retreat from city life in its 47 acres of trees and grassland. Did you know Green Park has no formal flowerbeds? Rumour has it that in the 17th century King Charles II's wife demanded all the flowers be removed from The Green Park after she caught him picking flowers there for another woman.
- **Over time, the townhouses which make up The Mayfair Townhouse** gradually lost their original purpose as family homes. They became a valuable asset as 'bachelor chambers' where residents received visitors and pontificated on matters of the day (or, in modern speak 'hung out').
- **Pubs, lounges and clubs** in and around Mayfair seem to have played a significant part in Oscar Wilde's life as a regular at the Café Royal on Regent Street and The Albemarle Club. Burlington Arcade was then a place where young men might meet discreetly, and where, it is said, Wilde bought carnations for his buttonhole.
- **The interior design tells the historical story of the era of the dandy, Oscar Wilde and Cecil Beaton**. Goddard Littlefair delved into the personalities of the original inhabitants of the area and took inspiration from characters like Wilde and his contemporary aesthetes. From every corner of the hotel, the design is unique and full of personality, always referencing the bygone era inhabited by the dandy. Hints of extrovert personalities that lie beneath the building have been captured by Goddard Littlefair's choice of colour palette and layers of details, subtly capturing the adventurous mischief of the dandy. Collectibles, accessories, and books linked to the characters and personalities are entwined through the design of The Mayfair Townhouse.
- **Inimitable craftsmanship and bespoke features and furnishings that capture the playful spirit of the aesthete era**
  - The Dandy Bar: Seating in the bar is covered in printed velvets and leathers with marble, brass and high gloss timbers as base finishes.
  - The glass and brass gantry above the Dandy bar reference feather headdresses and flapper outfits of the 1920's while a chandelier of alabaster and bronze nods to the traditional gentleman's pocket watch
  - The flamboyant dressing, pursuit of beauty and eccentric quality of the time is transpired through the fabrics, colours, intricate detailing and subtle layers throughout the hotel.

- **The hotel reflects decadence in the 21st century with interior design that creates an entirely unique experience for each guest.** Due to the historical nature of the fifteen townhouses that unite to create the hotel, no two rooms are the same and guests who stay multiple times will have a different experience on each occasion. Indoor/outdoor living is achieved in The Garden Suite and inspired by Cecil Beaton's love of gardens while penthouse suites offer indulgent free-standing bathtubs.

## **MAYFAIR TOWNHOUSE BOILERPLATE**

**THE MAYFAIR TOWNHOUSE** is 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 and offers an unexpected new personality from what the brand is traditionally known for - 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. 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 14<sup>th</sup> 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.