



BROWN'S HOTEL
LONDON

FACT SHEET

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OWNER: Sir Rocco Forte

**MANAGING
DIRECTOR:** Stuart Johnson

LOCATION: Mayfair is in the heart of London and Brown's Hotel is in the heart of Mayfair, boasting one of the most prestigious addresses in the city. The hotel is located within walking distance of key shopping streets such as Bond Street and Regent Street in addition to theatres, art galleries and all key central London landmarks. It also sits on the doorstep of the stunning green spaces of Green Park and Hyde Park.

HISTORY: Brown's Hotel has a fascinating history and has hosted many distinguished guests since it opened as London's first ever hotel in 1837 and to this day this glamorous, five-star establishment welcomes guests 'in-the-know'. It is from here that Alexander Graham Bell made the first ever UK telephone call; President Roosevelt stayed on his honeymoon and both Agatha Christie and Rudyard Kipling were so inspired that they penned many of their novels whilst staying here.

**INTERIOR
AND RENOVATION:** Brown's Hotel personifies the refined sophistication of modern British luxury. Each room and suite is individually decorated and many feature antiques and contemporary artworks, creating an elegant and fashionable air. The Donovan Bar and Beck at Brown's celebrate photography, art and Italian cuisine, and The English Tea Room offers an award-winning, quintessential English experience. A luxurious spa and state-of-the-art gymnasium offers a discreet sanctuary within this vibrant city.



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The Kipling Suite named in celebration of the English author Rudyard Kipling, who wrote *The Jungle Book* during one of his many stays at Brown's Hotel was designed by Olga Polizzi, Rocco Forte Hotels' Director of Design. The suite features floor-to-ceiling windows throughout, views over Mayfair's Albemarle Street and the use of English wallpaper and fabrics by designers Lewis & Wood, as well as silk curtain fabric by Manuel Canovas and furniture by Julian Chichester, the hotel's location is central to the suite's design.

Launch date: March 2016

The redesign of the **Donovan Bar** is the work of acclaimed interior designer Inge Moore, who has collaborated with Olga Polizzi, Director of Design for Rocco Forte Hotels, bringing new levels of glamour to the space, emphasising Terence Donovan's reputation as one of the 20th Century's most revered fashion photographers and bringing to the fore the largest private collection of his work in existence, including a photograph of Lady Forte herself.

ACCOMMODATION: 115 luxurious guestrooms and suites.

RESTAURANTS: Brown's Hotel was home to the first hotel restaurant (formerly guests had dined in the privacy of their own suites).

Charlie's - the menus at Charlie's celebrate British culinary heritage with creative, contemporary flair, while embracing a bygone era of service.

Overseen by Adam Byatt, and led by acclaimed chefs Matthew Starling and Owain Atkinson, produce and its provenance and seasonality are of utmost importance, and each dish comprises authentic ingredients personally sourced by the team from the highest quality suppliers across the world.

From succulent Sunday roasts and traditional classics served on Brown's sparkling silver trolley, to tempting sharing plates and mouth-watering desserts, Charlie's is the quintessential contemporary British restaurant in Mayfair.



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The English Tea Room – serves one of the most famous afternoon teas in London. This award-winning Traditional Afternoon Tea consists of a choice of 17 teas, including Brown's own blend, along with delicious finger sandwiches, an assortment of delicate pastries, fruit and plain scones with clotted cream and strawberry preserve, as well as freshly baked cakes from the trolley.

For the more health conscious palate Brown's Hotel offers Tea-Tox afternoon tea, a nutritious twist on a quintessential British classic. With wellbeing at the forefront, Brown's Executive Chef has created both sweet and savoury guilt-free alternatives with a champagne option, to go alongside a choice of trademark teas.

Traditional Afternoon Tea from £55 per person

Champagne Afternoon Tea from £65 per person

Tea-Tox Afternoon Tea from £55 per person

Rosé Champagne Afternoon Tea from £67 per person

The English Tea Room seats 70 people and is open daily from 7am to 11pm. Tea is served between 12pm and 5pm Monday to Sunday. A pianist plays throughout.

BAR:

The Donovan Bar – Residing in one of London's most iconic hotels, the Donovan Bar has long been known as one of the most intimate and sophisticated drinking dens in the city playing host to gatherings of the most glamorous faces of Mayfair's elite fashion and art scene. Taking inspiration from the bar's namesake and close friend of the Forte family, the iconic 1960's photographer Sir Terence Donovan. The menu consists of 16 cocktails, carefully curated by world-renowned, master mixologist Salvatore Calabrese. Open to residents and non-residents between 11am and 1am Monday to Saturday and 12pm to midnight on Sunday.

The Donovan Bar seats 60 people.

CONFERENCES:

Brown's Hotel is home to six private dining and meeting rooms, which can accommodate up to 72 guests for a lunch or dinner or up to 120 people for a reception. Each room is named after a famous past guest who resided at Brown's and all enjoy an abundance of natural daylight, high ceilings, beautiful antiques and air-conditioning.



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- GUEST ROOMS:**
- 49" Samsung Smart televisions
 - In-room safe
 - Mini bar featuring a selection of champagnes, spirits, soft drinks and light bites
 - Forte Organics
- GUEST SUITES:**
- In addition to the above:
 - Dining area for private in-room dining
 - One way airport transfer (Heathrow or Gatwick)
 - Full English Breakfast for two guests
 - Complimentary in-room movies
 - Complimentary WiFi
 - Welcome bottle of Champagne on arrival
 - 2 x 30 min back, neck and shoulder massages
 - Complimentary packing/unpacking service
 - In-room check in
 - TV tile at the foot of the bath
 - Choice of 300 thread count Egyptian cotton or 100% Irish linen bedding
 - Pillow & mattress menu
 - Complimentary pressing of two garments
 - Spiezia Organics
- GUEST SERVICES:**
- Complimentary packing and unpacking service
 - Full concierge service
 - Valet parking
 - Transfer to/from airport/station, if required
 - 24-hour business centre
 - Complimentary Wi-Fi
 - 24-hour in-room dining
 - Daily servicing of your room and nightly turndown service
 - Same-day laundry service
 - Complimentary shoe-shine
 - A wide range of health & beauty treatments in The Spa
 - 24-hour state-of-the-art gymnasium



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HEALTH & FITNESS: Gym

Open 24 hours a day

70msq fully-equipped gymnasium with Technogym equipment.

Personal Training service available.

Spa

Three treatment rooms, including one luxury room for two. The Spa offers a wide range of treatments using: Irene Forte Skincare, Carita and Made For Life products, tanning is available by Beau Bronz and nail varnishes are by O.P.I

Open daily from 9.30am to 8pm

RESERVATIONS:

Represented by *The Leading Hotels of the World*.

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