



BROWN'S HOTEL
LONDON
A ROCCO FORTE HOTEL

PRESS RELEASE

CELEBRATE THE FESTIVE SEASON AT BROWN'S WITH SIR PAUL SMITH

This Christmas, step through the doors of London's first hotel and into a tropical festive fantasia, with decorations designed for Brown's by legendary British designer, Sir Paul Smith.

This novel-Noël concept is inspired by the 125th anniversary of the publication of *The Jungle Book*, penned by acclaimed author Rudyard Kipling at Brown's, with tropical fruit and wild animals playfully adorning the hotel. A quirky combination of the classic and the unexpected, much like the iconic British brands, Paul Smith and Brown's. The exotic decorations and Christmas tree will appear as if by Mayfair magic at the end of November.

For almost two centuries Brown's has been at the heart of London's festive celebrations. With sparkling fairy lights outside its doors on Albemarle Street, the hotel is located just moments from the tinkling bells and bright displays of Bond Street. Guests can make the most of Mayfair this festive season and expect the unexpected by celebrating at Brown's with two of Britain's most iconic brands.

If Sir Paul's festive take-over leaves guests wanting more, just a few doors down from Brown's lies Paul Smith's London flagship at No. 9 Albemarle Street. No matter what the time of year, the shop is filled with rare artwork, vintage furniture and curiosities as well as the clothing, shoes and accessories that Paul Smith is famous for.

Festive Fare at Brown's

Christmas at Charlie's

With its bright botanical palette, Charlie's is perfectly designed for the hotel's jingle-jungle theme. The hotel's new restaurant, led by Chef Director, Adam Byatt, will serve a decadent six-course menu on Christmas Day showcasing great British dishes with local ingredients, such as Moxon's smoked salmon, Blackwell farm turkey or



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Essex goose, complemented by Christmas pudding, mince pies and more. Guests can also enjoy à la carte option for dinner, continuing the festivities into the evening.

Charlie's Christmas Menu is available on December 25th at £250 per person, inclusive of VAT.

The English Tea Room

Enjoy a festive take on the much-loved British pastime, once regularly enjoyed by Queen Victoria at Brown's. Settle into a comfortable armchair, warmed by a cosy log fire, and savour three tiers of themed treats and an aromatic glass of mulled wine or Champagne, accompanied by the sound of carols played by the hotel's resident pianist.

Festive Afternoon Tea is available from 29th November 2019 until 5th January 2020 from £65 per person, inclusive of VAT. A special celebratory Champagne Afternoon Tea will be served on 25th, 26th, 31st December and 1st January from £75.

The Donovan Bar

Take a seat amongst signature Terence Donovan prints, surrounded by hints of the jungle and enjoy appropriately exotic cocktails created by 'maestro' Salvatore Calabrese. The exclusive 'Jungle Julep', comprising Monkey 47 gin and hints of banana, lime, blackberry and coconut, is a gift to your taste buds this festive season. Throughout December, guests can get into the festive spirit and enjoy a glass of crisp Ruinart Dom Ruinart or Gonet NV Brut with a selection of specially-matched canapés by Adam Byatt.

From 29th November 2019 until 5th January 2020, The Jungle Julep cocktail is available at £19.

From 1st until 31st December 2019, a glass of Ruinart Dom Ruinart with canapés is available at £85; a glass of Gonet NV Brut with canapés is available at £26.



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Festive Gatherings

For a magical private dining experience with friends, family or business colleagues, in one of London's most iconic hotels, let celebrated British chef, Adam Byatt and his team design a festive menu that is as creative as it is mouth-watering.

Festive Spa Treats

Step out of the cold and into the cosy surrounds of The Spa at Brown's. Created for the festive season, all worries and strife disappear with the spa's warm and relaxing 'Cocoa-Nut Indulgence' treatment. Starting with a soothing milk foot bath, followed by a full body massage using coconut oil, this special treatment finishes with a heavenly chocolate body wrap and scalp massage.

90-minute Cocoa-Nut Indulgence Treatment £165.

Starry Suite Nights

Join the Brown's family this Christmas and stay in one of the hotel's stunning suites, inspired by Brown's literary heritage and beautifully appointed by Olga Polizzi. Toast the merriest time of the year over two nights with a welcome bottle of Champagne, a £200 gift card to shop at Paul Smith and discover the magic of Mayfair at Christmas, beginning each day with a scrumptious breakfast for two.

The Two night 'Starry Suite Nights' package starts from £2,990 per couple. See further information [here](#).

- Ends -

Notes to Editors:



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Brown's Hotel

Brown's Hotel, quintessentially British with a hint of the unexpected. London's first hotel boasts 115 authentically-designed rooms and suites designed by Olga Polizzi; each plays tribute to the hotel's illustrious heritage and world-renowned charm. The Kipling Suite, the jewel in Brown's crown, honours Rudyard Kipling who famously wrote 'The Jungle Book' at the hotel. Home to some of London's finest dining experiences, Brown's signature Donovan Bar takes inspiration from its namesake, iconic 1960s photographer Terence Donovan; The Restaurant at Brown's, serves contemporary British fare with European influences; and The English Tea Room, where Queen Victoria took tea, honours the quintessentially British custom of serving traditional afternoon tea. Welcome to Brown's Hotel. Where history endures and the legacy continues.

www.roccofortehotels.com/browns-hotel

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Paul Smith

Sir Paul Smith is one of Britain's foremost designers. He is renowned for his creative spirit, which combines tradition and modernity. Famous for its clothing and accessories collections, Paul Smith specialises in an inventive use of traditional craftsmanship and cutting-edge design to create beautifully made, desirable, modern pieces. Paul Smith is loved across the world. From its origins in one small shop in Nottingham, England, in 1970, Paul Smith has grown into a global business, selling in over seventy countries. Starting with one men's collection, the business now comprises collections for men, women and children, including, shoes, accessories, fragrance and home furnishings. Throughout its development Paul Smith's values of curiosity, quality and authenticity have remained constant.

www.paulsmith.com

Rocco Forte Hotels

Established by Sir Rocco Forte and sister, Olga Polizzi in 1996, Rocco Forte Hotels is a collection of 13 individual hotels and resorts. All of the hotels are landmarks, both old and new, occupying magnificent buildings in exceptional locations. Led by a family who has been in hospitality for four generations, the hotels are united by their distinctive approach to service ensuring guests experience the best of the cities and surrounding areas.

Rocco Forte Hotels comprises: Hotel de la Ville, Hotel de Russie and Rocco Forte House, Rome; Hotel Savoy, Florence; Verdura Resort, Sicily; Masseria Torre Maizza, Puglia; The Balmoral, Edinburgh; Brown's Hotel, London; The Charles Hotel, Munich; Villa Kennedy, Frankfurt; Hotel de Rome, Berlin; Hotel Amigo, Brussels and Hotel Astoria, St Petersburg.

Future openings: The Westbund Hotel, Shanghai and Villa Igiea, Palermo in 2020

www.roccofortehotels.com/

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