



THE BALMORAL
EDINBURGH

PRESS RELEASE

THE BALMORAL HOTEL WRAPS UP A NEW SUITE EXPERIENCE

The Balmoral hotel launches a cashmere butler service for their Scone & Crombie suite in partnership with Hawico Scotland

March 2019, The Balmoral, a Rocco Forte hotel in Scotland, has launched a new cashmere butler service for their top suite. Upgraded as part of a multimillion pound hotel refurbishment, the Scone & Crombie is already one of the largest and most coveted suites in Scotland. Now guests can have the finest cashmere delivered to their room or choose to enjoy a private shopping experience with their very own cashmere butler from Hawico Scotland.

One of Scotland's leading cashmere experts with over two decades experience, Derek Umpherston is the store manager at Hawico's flagship Edinburgh store and also the hotel's new dedicated cashmere butler. Working with The Balmoral, he has curated a collection of cashmere gifts – produced in Hawico's mills in the Scottish Borders town of Hawick - that can be couriered to the suite. The ultimate armchair shopping experience, now beautifully packaged accessories including cashmere wraps, hats and gloves in a range of hues can be delivered directly to the suite.

In addition, Derek has created a bespoke cashmere 'paint box' exclusively for the suite showcasing 25 shades from the current season. Allowing guests to see and feel the cashmere that is used to make the collection of super soft garments in their range, they have the option of booking a personal shopping appointment with the cashmere butler.

“Due to its unrivalled softness, warmth and comfort cashmere is one of the most coveted fibres in the world and what could be more luxurious than having one of the finest cashmere stores in Scotland deliver to your door or host the ultimate private shopping experience?,” says Richard Cooke, General Manager of The Balmoral. “The Scone & Crombie is one of Scotland's most beautiful suites, and thanks to partners such as Hawico, we can also give guests unparalleled levels of service.”



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“I’ve personally selected the shades in the paintbox to give guests an idea of the beautiful hues available,” explains Derek. “If they’re time poor, but still want to take a piece of Hawico home, I’m only too happy to wrap up a selection of cashmere accessories in our most popular colours and courier them to their front door – at home or at the hotel.

“If they have more time, I can welcome them to our store and personally take them through our current ranges for both ladies and men, hand picking exactly the right garments and shades for them. With decades of experience in our products and styling, I am able to give them a one to one shopping experience and cashmere education at a time that suits them. They can be sure that they will be taking home a piece of Scottish craftsmanship as all our knitwear is produced at our factory in the town of Hawick in the Scottish Borders.”

With a rich manufacturing heritage, the Scottish Borders has a global reputation for producing quality textiles including tartan, tweed as well as cashmere. A luxury fibre that comes from the cashmere goat, the process of turning this coveted fabric into the luxury garments loved by the world’s top fashion houses today is then entrusted to Scotland’s skilled artisans who have learned their craft over generations. Guests looking to learn more about this process can book a place on [The Balmorals Tartan and Cashmere Trail](#) that takes them on a guided private tour of the country’s finest mills to meet the local craftspeople behind the label.

The renovation and new partnership is integral to Rocco Forte Hotels’ ongoing dedication to its suite offering. Rocco Forte Hotels has unveiled The Rocco Forte Suite Experience, a new concept across each of the 11 hotels, giving guests an indulgent stay from the moment of arrival to departure.

The Scone & Crombie starts from £4,000 per night including breakfast. To book visit <https://www.roccofortehotels.com/hotels-and-resorts/the-balmoral-hotel/rooms-and-suites/scone-crombie>. The cashmere butler is a complimentary service for guests of the Scone & Crombie and can be arranged via the hotel.

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www.roccofortehotels.com/the-balmoral-hotel

The Balmoral

Many hotels claim to have landmarks on their doorstep, few can say their doorstep is a landmark. The Balmoral is a grand railway hotel located at Edinburgh's most prestigious address, No 1 Princes Street. The Balmoral offers 188 opulent suites and contemporary rooms. Excellent cuisine is guaranteed in the Michelin-starred Number One restaurant. Afternoon Tea is served in Palm Court and the hotel boasts a collection of over 500 single malt whiskies at SCOTCH.

www.roccofortehotels.com/the-balmoral-hotel

Instagram: [@thebalmoral](https://www.instagram.com/thebalmoral) Twitter: [@The_Balmoral](https://twitter.com/The_Balmoral) Facebook: [BalmoralEdinburgh](https://www.facebook.com/BalmoralEdinburgh)

The Scone & Crombie Suite

Named after the iconic Scone Palace in Perthshire, the signature suite has been designed by Olga Polizzi – Rocco Forte Hotels' Director of Building & Design, and sister to Sir Rocco Forte, - as the ultimate city base for families or urban enclave for heads of state and VIPs. The flexible accommodation can be booked as a one, two or three bedroom suite. The addition of a sizeable entrance hall, meanwhile, provides the perfect location for discrete private check-ins and opens onto a multipurpose meetings and dining space.

Hawico Scotland

The company started production in 1874 and is one of the original manufacturers of the Industrial Revolution. Today, Hawico Scotland is one of the world's leading cashmere brands in the world, producing knitwear and accessories in quality fibres for ladies, men and children.

www.hawico.com

Rocco Forte Hotels

Established by Sir Rocco Forte and sister, Olga Polizzi in 1996, Rocco Forte Hotels is a family of 11 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



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four generations, the hotels are united by their distinctive approach to service ensuring guests experience the best of the cities and surrounding areas. Future opening: Rome, Puglia and Shanghai in 2019.