



# LONDON

## FOR LUXURY LOVERS

Sink into a goose-down pillow in your Louis XVI-style suite. Sip afternoon tea under a glass dome while the piano plays. Glide along the streets in a convertible Mini. Savour a Michelin meal. Pick from our list of exclusive London experiences, and just add champagne.

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## DREAM SUITES



### THE RITZ

One of the most iconic hotels in the world, The Ritz is as extravagant and Instagram-worthy as you'd imagine it to be. Bouquets of fragrant roses welcome you to its chandelier-lit gallery and a hand-painted, period lift takes you to your room dressed in powdery hues, elegant florals, gold leaf mouldings and Chesterfield headboards. A member of the Leading Hotels of the World, the Ritz has stayed true to its heritage since it opened its doors in 1906. Most importantly, it is located in the heart of central London, surrounded by fascinating cultural institutions, fashionable Soho district, and famous shopping zones. Make sure to ask for a room on the highest available floor to enjoy incredible city views.

### THE LANDMARK LONDON

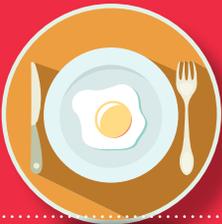
One of the city's best-kept secrets, The Landmark London spells "serenity with luxury". Think public areas with oversized chandeliers, antique furniture, ornate plasterwork and frescoes, blending beautifully with the building's 19th century heritage. One of the largest in the city, its rooms are all about plush drapes in creamy blue and beige with Italian marble bathrooms. Meals at the tropical Winter Garden - a huge glass-roofed Victorian atrium with soaring palm trees and exotic massages and body exfoliation treatments at the spa are the highlights of your stay here. Sitting right next to Marylebone station, it is conveniently located from attractions such as Madam Tussauds and London Zoo.



### THE LANESBOROUGH

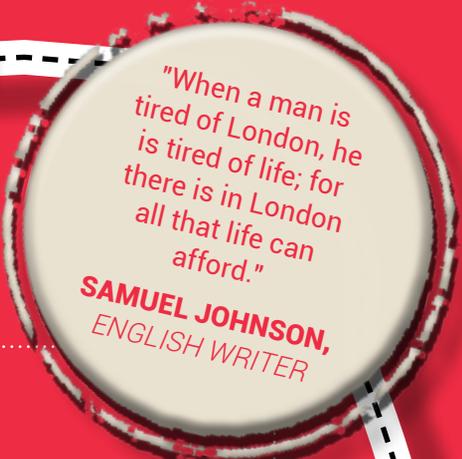
One of the finest examples of British grandeur and glamour, the Lanesborough's Regency-period interiors instantly make you step back in time. Rich colours and textures, carefully-chosen pieces of ornate furniture, fine art with Asian influences give the rooms an old-fashioned appeal and make them stand out in a unique way. Overlooking the Hyde Park for more than 300 years, this Oetker Collection Hotel boasts a spa, pool, and fully-equipped gym. Decorated with marble and vintage mirrors, the spa rooms guarantee ultimate relaxation.





## AWARD - WINNING CUISINE

London is home to around 71 Michelin-starred restaurants, ranging from one-star to two and three-star restaurants, including Restaurant Gordon Ramsay, which has held three stars since 2001.



"When a man is tired of London, he is tired of life; for there is in London all that life can afford."

**SAMUEL JOHNSON,**  
ENGLISH WRITER



### Alain Ducasse at The Dorchester

Superstar Alain Ducasse and three Michelin stars—you're sure to be treated to one of the best meals of your life, both in taste and presentation. To celebrate a special occasion over the best in French contemporary haute-cuisine, book a table in a calming, classic cream-coloured dining room. Try homemade pasta, Dorset crab, celeriac and caviar, halibut with oyster and seaweed, dry-aged beef with artichoke and marrow, lobster with truffled chicken quenelles, saddle of venison, parsnip and peanut among other signature dishes and pair these with world-class French wines.

### Céleste at The Lanesborough

Modern European cuisine in a richly decorated, Venetian-style dining room. Chef Patron, Éric Fréchon, who oversees the menu from their sister hotel Le Bristol in Paris, holds a total of five Michelin stars. On the menu: white asparagus with truffle mayonnaise, Scottish langoustine ravioli, halibut in green zebra tomato tartare and lemon thyme.

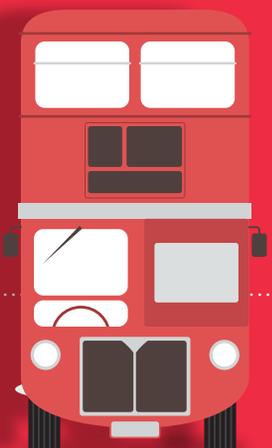


### The Goring Dining Room

Indulge in sophisticated interpretations of British classics at one of the most exquisite dining rooms that's bathed in natural light by day and aglow with shimmering Swarovski chandeliers at night. The 103-year-old Goring Dining Room at the family-owned Goring hotel easily appears on the list of top restaurants for a fine-dining meal in London. Let bow-tied waiters serve you with a selection of truffles and wild herbs to perfectly complement each dish. Also, the restaurant remains one of last and very few to serve roast rib of beef that's carved from a silver trolley, in a very traditional manner.



**Tip**  
Most tea rooms and hotels in London have a dress code for the afternoon tea ritual. Men must wear a jacket and tie and women must appear smart-casual. Avoid jeans and trainers.





## LUXURY SHOPPING



### St James's

With Trafalgar Square, Piccadilly Circus, Green Park, and Buckingham Palace defining its four corners, St James's is a luxury shopper's paradise in the beating heart of London. Its enticing shop fronts offer everything from fashion and beauty to highest quality food. Highlights include Jermyn Street - masters in British shirtmaking; Floris - ninth generation perfumers; New and Lingwood Shoemakers operating since 1865; Paxton & Whitfield - London's oldest cheesemongers and Berry Bros & Rudd - London's first wine and spirit merchants.

### Alfies Antique Market

A short walk from The Landmark London, Marylebone, Alfies Antique Market is not your regular market with antique knick knacks. It is a bustling five-storey market with more than 100 antique dealers selling carefully-curated vintage fashion and accessories, modernist furniture, tasteful home decor, costume jewellery, and 20th century decorative arts. Expect an ostentatious display of Ancient Greek, Roman, and Byzantine coins, Islamic arts, designer glass and ceramics, pricey porcelain and English china, Italian lighting and home accessories that will make you want to splurge. Housed in an Egyptian-style art deco façade, the swanky indoor market has attracted serious collectors, interior designers, and celebrities for over 40 years. Wish to take a break from shopping? Enjoy a coffee or a glass of prosecco at their roof-top eatery.



## Afternoon Tea that spells luxury

From Fortnum & Mason to The Lanesborough, the city abounds with tea rooms where you are served a variety of teas, succulent finger sandwiches, an assortment of delicate pastries, hot scones with clotted cream, and more cascading down a three-tiered cake stand.

**Our pick:** The Tea-Tox at Brown's Hotel, where Queen Victoria used to take her tea. Brown's dedicated English Tea Room with original wood panelling, antique marble fireplace, snug armchairs and pretty floral china offers the quintessential British experience with a healthy twist. Choose from over

14 types of hot and cold teas or order a glass of champagne and relish your drink with low-carb, low-fat delicacies like beetroot crepes, spinach bread with miso-infused salmon, fresh fruits, gluten-free brownies and more.



### Bond Street

Since its foundation in 1700, Bond Street is known for its unrivalled mix of history, traditional charm, and modern luxury. Located in Mayfair, London's popular West End, this is where you'll find top class brands, designer fashion, fine jewels, luxury goods, art, antiques, and more. A favourite among celebrities, socialites and the influential lot from around the world, Bond Street is home to prestigious names in retail including Asprey, Bulgari, Burberry, Chanel, Cartier, Dolce Gabbana, Hermès, Jimmy Choo, Louis Vuitton, Mulberry, Ralph Lauren and Tiffany & Co.



## HOT WHEELS



Glide along London streets in a glamorous Ritz Rolls Royce. Or, tour the top sights of the city in a restored classic Mini Cooper, with a passionate Londoner throwing interesting bits of information your way. Most importantly, be ready to attract attention as you drive down the streets of London.