

ROSEWOOD
LONDON

NEWS RELEASE

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ROSEWOOD LONDON OPENS TODAY

Heritage building transformed into stylish retreat in the heart of London

Rosewood London, the capital's newest luxury hotel, opens today marking the presence of the Rosewood Hotels & Resorts® brand in Europe. Located in Holborn, one of London's most historic locales where the City meets the West End, the hotel, with its wrought-iron gates leading to an intimate courtyard, is a unique retreat set in the very heart of London.

Following an extensive renovation to sensitively transform the 1914 Edwardian Belle Epoque building, the original architectural features have been painstakingly restored by an expert team of craftsmen, including the magnificent Grade II-listed street frontage and dome, and the grand Pavonazzo marble staircase which rises up through all seven storeys of the hotel beneath the 166-foot cupola. Guests enter via a grand carriageway which leads to a distinctive courtyard giving a sense of arrival more akin to a private manor house than a hotel.

The guiding philosophy of Rosewood Hotels & Resorts, one of the world's most respected ultra-luxury hotel groups, is A Sense of Place® in which each property reflects its location's history, culture and sensibilities. Rosewood London is a perfect illustration of this concept: the 262 guestrooms and 44 suites convey the feel of stylish London residences, public areas are filled with artwork and books, and restaurants offer both classic and contemporary British dishes, while the event spaces nod to the building's past as the headquarters of Pearl Assurance Company.

-more-

ROSEWOOD

LONDON

Rosewood London Opens Today

Page 2

The accommodations, event spaces and public areas have been designed by Tony Chi and Associates. Chi brings his signature style to the hotel combining a rich composition of materials including lacquer, textured wood veneers and prismatic mirrors. The suites offer some of London's finest accommodation and include the Grand Manor House Wing. Accessed via a private elevator and its own street entrance, it is the only hotel suite in the world to have its own postcode. Six bedrooms, a dressing chamber, a library, a dining room and several sitting rooms are lavishly arranged over 6,318 square feet of living space. The Garden House features a stunning garden terrace overlooking the London skyline while the stately Chancery House possesses elegant grandeur.

Rosewood London is designed to be one of the most exciting places to drink and dine in London. The Lobby Lounge, a public meeting space, is the window into the stylish world of Rosewood London and the Mirror Room, a striking salon elegantly adorned with mirrors, offers appealing and social all-day dining and afternoon tea.

The hotel's bar, designed by the renowned Martin Brudnizki, evokes a convivial atmosphere with a roaring fire at one end and wooden bar running along the other. Warm, cosy and comfortable furniture is organised to create discreet, intimate corners on a wooden herringbone floor strewn with hand-woven rugs. Creative cocktails are served alongside comfort bar food and complimentary live jazz.

Holborn Dining Room, also designed by Martin Brudnizki, launches in February 2014 and will be operated by Des McDonald, bringing a fun, vibrant atmosphere to the refined elegance of the historic setting. Once the East Banking Hall of Pearl Assurance, Holborn Dining Room is a smart, bustling brasserie with a menu of simple yet sophisticated British dishes.

-more-

ROSEWOOD
LONDON

Rosewood London Opens Today

Page 3

Brudnizki's interior draws on classic British design, mixing reclaimed oak with antique mirrors and leather upholstery. The dining room includes a bar and a dining counter, each topped with aged copper and patina brass. The dining room leads to The Terrace in the hotel's peaceful inner courtyard, where guests can dine alfresco or enjoy a fine cigar.

Adjoining the restaurant is Holborn Delicatessen, launching February 2014, which also opens directly onto High Holborn with a range of coffees, teas and delectable treats for those on the move. Guests will be able to choose from an array of great British products, from marmalades and clotted cream to locally produced cheeses.

Hotel recreational facilities include a Sense® spa, Rosewood's award-winning, signature spa brand and a fitness suite featuring the latest equipment from Technogym®.

Rosewood London's central location also makes it the perfect venue for both grand corporate events and intimate, social soirées. The 11 event spaces include the Grand Ballroom, three heritage boardrooms, the Living Room and the Dining Room with show kitchen. A first for London, the hotel offers a unique Event Studio, showcasing Rosewood London's collection of china, linens, crystal, silverware and further accessories for personalised events.

"Rosewood London encompasses an element of surprise in its design which gives this landmark building, steeped in and surrounded by history, the lease of life it deserves. We are honoured to be the stewards of an exciting new chapter in its legacy," says Matthias Roeke, managing director, Rosewood London.

-more-

ROSEWOOD
LONDON

Rosewood London Opens Today

Page 4

Introductory guestroom rates, valid until 31 March 2014, start from £370 and suites from £995, including VAT, based on availability, and include a welcome amenity, Wi-Fi, use of mini-bar, in-room films, laundry, English breakfast for two and, for suite stays, airport pick-up. For reservations, please contact your travel professional, email london.reservations@rosewoodhotels.com or call +44 207 781 8888.

For more information: rosewoodhotels.com/London

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About Rosewood Hotels & Resorts:

Rosewood Hotels & Resorts® manages 18 one-of-a-kind luxury properties in nine countries. Each Rosewood hotel embraces the brand's A Sense of Place® philosophy to reflect the individual location's history, culture and sensibilities. The Rosewood collection includes some of the world's most legendary hotels and resorts, including The Carlyle, A Rosewood Hotel in New York and Rosewood Mansion on Turtle Creek® in Dallas, Texas, USA. Rosewood Hotels & Resorts targets to double its portfolio within five years with nine future hotels currently announced.

For more information: rosewoodhotels.com

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