



THE FRANKLIN
LONDON

For Immediate Release



STARHOTELS OPENS THE FRANKLIN HOTEL IN KNIGHTSBRIDGE, LONDON

Anouska Hempel has designed the most charming of hotels with Italian touches for the exclusive Italian hotel group Starhotels
Five-star refinement, fantastic location in the heart of Knightsbridge and quintessentially Italian hospitality welcome guests to London's newest luxury address

Special Introductory Offer invites guests to be among the first to enjoy onsite luxuries and all that Knightsbridge has to offer

September 12, 2016 (London) – The Franklin Hotel, part of prestigious Italian *Starhotels Collezione*, is now welcoming guests in Knightsbridge, London, close to the *Victoria & Albert Museum* and *Harrods*. Set in an elegant Victorian building created from three adjoining townhouses and surrounded by the beauty and serenity of the private Egerton Gardens, this 35 luxury room hotel recalls the romance of an English country house, embracing guests in elegantly opulent interiors accented with contemporary comforts.

The Franklin Hotel has been re-envisioned and redesigned by internationally renowned designer **Anouska Hempel**. One of Architectural Digest's Top 100 World Designers and Architects, the fiendishly talented designer has made her reputation in myriad ways over the years: as a couturier, fashioning dresses for royalty; as an in-demand interior designer on the London scene; and as a hotel owner, designer and manager for properties including The Hempel, Blakes Amsterdam, and Blakes London, widely regarded as one of the first luxury boutique hotels in the world.

For The Franklin Hotel, Hempel drew on her own elegant lifestyle and took inspiration from her travels and Venetian design to create a property that feels more like a warm and inviting private townhome than a hotel. The resulting dramatic-yet-whimsical design creates a standout on the London luxury hotel scene.

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Lobby and Accommodation

The lobby of The Franklin Hotel is an intimate, well-lit space with dark limestone and Carrara marble flooring, slate grey walls rubbed with chalk hand stencils, floor-to-ceiling movable screens, and iron balustrades. There are gorgeous Italian velvets and silks, striking grey-toned furniture and decorative ornaments including marble bowls designed to contrast dramatically with the gardens outside, which are dotted with espaliered pear trees and Indian Jali water bowls.

Each of the hotel's 35 spacious guest rooms and suites – including a 63-square-meter Presidential Suite – is flooded with light and elegantly arrayed for absolute comfort. Most hotel accommodations afford views of the manicured lawns and flowerbeds of Egerton Gardens. Highlights include oak floors, lofty Victorian windows, mirrored furniture with shagreen lining, and four-poster wrought iron king or queen beds topped with *Frette* linens. Guest rooms further feature contemporary technologies including Apple TVs with bluetooth, while well-appointed bathrooms have exclusive amenities.

Restaurant and Bar

Renowned Michelin-starred **Chef Alfredo Russo** oversees the hotel's signature dining experience, *The Franklin Restaurant by Alfredo Russo*. Serving three meals daily and seating just 30 guests, the restaurant invites guests to dine with a mix of simplicity and sophistication on offerings created with the finest seasonal ingredients. The Franklin Restaurant looks out onto the gardens, where guests can relax during good weather.

Located near the restaurant, *The Franklin Bar* is an elegant, mirror-filled martini and Champagne bar with cocktails created by a dedicated mixologist, seven different Champagnes available by the glass or bottle, 22 types of gin and an extensive martini menu, an aperitivo menu of small dishes, and a dramatic nightly Champagne sabering ritual.

Services and Meeting Space

A Hempel-designed **Hammam** treatment room occupies space on the hotel's lower ground floor. Open only to guests, it has handmade crystal doors and marbles enriched with a sophisticated illumination system and offers a selection of state-of-the-art wellbeing treatments. The floor also features a fitness studio with *Technogym* equipment and celebrity personal trainer **Matt Roberts** available for private sessions on request.

The **Library** sets a welcoming scene for meetings, small gatherings, receptions and presentations for up to 20 people. Occupying a light-filled space on the ground floor, the Library is designed for peace and comfort with large windows, stone and marble flooring, vast marble mirror, an open fireplace, and book-lined walls.

Along with a discreet **butler service**, the hotel's **Guest Experience Team** meets requests with highly personalized service and Starhotels' signature hospitality centered on attention to detail and luxury Italian lifestyle. The team specializes in making the stay exceptional, providing guests with subtle perks such as a *shoe shining* service or choosing flowers in the room, to custom-tailored excursions



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such as the behind the scenes of The Victoria & Albert museum and Hamleys' dreamy toys shop private tours for your family.

Food lovers can indulge in an authentic culinary experience with our Michelin Starred Chef, including a visit to the market followed by a cooking lesson to discover the secret of the finest Italian cuisine.

Special Introductory Offer

Sample the magic of The Franklin Hotel and enjoy Starhotels' signature Italian hospitality and service with a **Special Introductory Offer**. For a limited time only enjoy luxury accommodation and complimentary sumptuous breakfast overlooking the gardens. Rates start **from £350** per night based on double occupancy.

The Franklin is a member of **Preferred Hotels & Resorts' LVX Collection**.

Starhotels:

Starhotels is an Italian family-owned hotel group, epitome of the high-end Italian hospitality, with 29 hotels in the most beautiful destinations in Italy, Europe and US.

Starhotels Collezione is a collection of the brand's most representative hotels, 12 locally inspired iconic properties with a strong heritage and personality.

These hotels combine stunning historical buildings, a timeless sophistication enriched by an Italian unique design and a warm, bespoke service.

Starhotels Collezione are located in New York, Paris, London, Milan, Rome, Florence, Venice, Siena, Trieste and Vicenza.

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