



THE FRANKLIN  
LONDON

**THE FRANKLIN LONDON – STARHOTELS COLLEZIONE**  
**Sophisticated elegance in the heart of Knightsbridge, London**



**A stunning location overlooking Egerton Gardens**

The fantastic location in the heart of Knightsbridge, the lavish interiors and the quintessentially Italian hospitality have transformed **The Franklin London - Starhotels Collezione** into one of the most outstanding 5-star hotels in London.

Tucked away on a quiet residential street, surrounded by the timeless charm of the Egerton Gardens, The Franklin is nonetheless in the heart of one of London's most prestigious neighborhoods. Split across four classic early Victorian buildings, the hotel sits on the fringes of Knightsbridge, just a short walk from Harrods and The Victoria & Albert Museum.

While many of the front-side rooms face the beautiful and historic Brompton Oratory, the back of the building looks out onto the private, tranquil lawns, flowerbeds, and lofty plane trees of the Egerton Gardens.

Dotted with espaliered pear trees, the peaceful and green space, open to the hotel's guests, provides the perfect counterpoint to the bustling Knightsbridge streets.

**STARHOTELS**  
COLLEZIONE



Part of a Grade II-listed building, the original house dates back to the 1840s, when it was originally built as three of the 24 terraces that comprise the sweeping Egerton Crescent, designed by the Georgian architect George Basevi, on one of London's most exclusive streets.

Acquired by Starhotels in 2014, the hotel underwent a full renovation, maintaining many original features, and reopened in Autumn 2016 with a completely fresh look from renowned designer **Anouska Hempel**.

### **Outstanding service**

Guests of The Franklin can enjoy the professionalism of a dedicated "Guest experience team", for unforgettable bespoke tours and other high profile services: "**Les Clefs d'Or**" concierge is available to suggest jogging routes or sightseeing itineraries, in addition to 24-hour room service.

The hotel's guest relation-service can take care of any guest's request from shoe shining to selecting floral arrangements for the room.

### **Anouska Hempel's signature touch**

New Zealand-born, British designer **Anouska Hempel**, or "Lady Weinberg" as she likes to be called, one of Architectural Digest's Top 100 World Designers and Architects, boasts an eclectic and wide-ranging career spanning from architecture, interior and furniture design to haute couture, fashion and garden and product design. She first made her name as an actress before entering – some would say inventing – the world of boutique hotels with the opening of Blakes London in 1978. The Hempel and Blakes Amsterdam soon followed to critical acclaim.

She has since expanded her remit to include restaurant design (Shy, in Jakarta and Tom Aikens, in London), residential and landscape design, yacht and even fashion design (creating couture dresses for the British Royal Family).

For The Franklin, Anouska Hempel drew on her own lifestyle and took inspiration from her travels, masterfully combining sensual, Eastern influences with echoes of Italy and Morocco, and the spirit of a glorious bygone era, to create a property that feels more like a warm and inviting private home rather than a hotel.

The resulting dramatic-yet-whimsical design creates a standout on the London luxury hotel scene.



## THE FRANKLIN LONDON

Speaking about the design inspirations for the Franklin, Anouska Hempel said:

*“The English love the Italians. The romance of Rome and Venice. All combined, opposite the Brompton Oratory, have become The Combination. Dark brooding greys and bright sparkling whites: floors of Carrara marble and slate. Garden windows abound onto a row of umbrella shaped pear trees. The glorious couture tables make the ground garden floor a sensation. I have had these made specifically to follow the floor plate. Venetian wells, piazzas, squares, dark greys with white punctuations. Mysterious.”*

Finding an adequate, catch-all description for the style of The Franklin isn't easy: what Anouska Hempel conceived for the hotel is a real-life scenic set, opulent and luxurious.

### **Design and Décor**

The Franklin combines the elegance of a Victorian townhouse with the decorative splendour of an Italian palazzo.

The ground floor lobby and common areas are rendered in patterned grey limestone and Carrara marble – a moody yet elegant aesthetic that is softened by the rubbed chalk stencils on the slate grey walls.

The monochrome pattern takes you through the refined Italian grey velvets by Rubelli, floor-to-ceiling Venetian screens, silk Ikat hangings from Istanbul and wrought iron balustrades, to recall typical English greenhouses, which was the original inspiration that Elisabetta Fabri, President and CEO of Starhotels, shared with the designer.

The grey colour scheme is replicated in the mirror-filled champagne and martini bar, via an Art Deco ambience. The library provides a warmer, calming space, reprising the stone and marble flooring, with a vast marble mirror, open fireplace and book-filled wall adding further refinement.

Brass and frosted glass torchères and candle holders, alabaster and pale stone bowls, and marble tables lend a sense of glamour, as do the gilded and etched églomisé mirror frames. Dark grey and gold lampshades soften the lighting that comes from the lofty Victorian windows.

It all combines for a sophisticated, cool aesthetic, referencing both La Belle Époque and Art Deco, with Middle Eastern vibes and a contemporary sensibility. Precious Italian velvets and silk, in degrading nuances of grey, and Venetian terrazzo floors are a nod to the decadent atmosphere of “La Serenissima”.





## THE FRANKLIN LONDON



Recurring in some of the rooms and corridors at the Franklin, as well as referenced in the hotel's logo, is Joseph Hermann's monogram, a tribute to a philanthropist and artist who lived in the house for a while and died in 1907, a dear friend of Lord Egerton's, who used to own the townhouse in the 19<sup>th</sup> century.

### **Rooms & Suites**

Exquisitely furnished with luxurious materials and design elements, revealing a particular penchant for Italian taste, the Franklin's 35 rooms represent the ultimate distillation of elegance and comfort: they all harness the same elegant aesthetic that pervades Anouska Hempel's coherent design throughout the hotel. Colour palettes comprise mainly muted and neutral tones – greys, blacks, whites, teak and tan –, which are lent further authenticity by natural oak flooring, Victorian-style windows, mirrored furniture and wrought-iron four-poster beds. Bespoke Simmons beds, lavish 400 thread counts Italian linen from Frette, large Samsung Smart TVs with Bluetooth technology and Jenson earphones, GHD hairdryers and straighteners and sartorial made Penhaligons toiletries add luxury feel to the boutique hotel, while a pillow menu, personalized turndown service and rain shower experience complete the lavishly indulgent atmosphere.

Sophisticated, spacious and warm, the rooms are flooded with soft light, thanks to their high ceilings and lofty windows, with many looking out onto the gardens.



### **Presidential Suite**

The unique Presidential Suite reflects Anouska Hempel signature style, which is perceived down to the smallest detail. The spacious 62sqm floor space includes a cosy private lounge, a spacious bedroom with a stunning view of the traditional English park, walk-in closet and a large bathroom with double washbasin. Its sophisticated sitting room features marbled surfaces, design mirrors and luxury furniture.





## THE FRANKLIN LONDON



### **Executive Suite**

Peaceful enclaves in the heart of the city, the elegant Suites feature fine Rubelli brocades and taffeta furnishings while Art Deco touches and a luxurious, comfortable bathroom with bath, stylish furniture and mirror TV imbue the rooms with extra sophistication. Full-height windows look out onto the lovely Egerton Gardens allowing guests to enjoy moments of quiet contemplation.



## THE FRANKLIN LONDON



### **Garden Suite**

A sense of indulgence permeates all of The Franklin's One Bedroom Suites, whether looking onto the gardens or the townhouses of Knightsbridge. With richly coloured interiors and velvet furnishings, the suites measure approximately 29 to 33 sqm and inspire a wonderful feeling of opulent luxury with their lavishly decorated interiors.



## THE FRANKLIN LONDON



### **Junior Suites**

Anouska Hempel's exquisite eye for composition comes to the fore in the Junior Suites. Here she perfectly balanced mirrors, furniture and décor to create a classical design with a bright contemporary feel. The luxurious marble bathroom features a separate shower enclosure or bathtub.

The Junior Suites are the ideal location for celebrating a special occasion with a glass of Taittinger Champagne and a delicious in-room dinner prepared by the hotel's Executive Chef, while enjoying a romantic view over the Egerton Gardens.





## THE FRANKLIN LONDON

### Italian fine dining at The Franklin Restaurant by Alfredo Russo

The hotel, nestled in the heart of Knightsbridge, is also renowned for its restaurant, **The Franklin Restaurant by Alfredo Russo**, a fine dining destination for local and international connoisseurs. The modern Italian gourmet restaurant invites guests to dine with a well-calibrated mix of simplicity and sophistication on offerings created with the finest seasonal ingredients. Seating for just 30 diners ensures an intimate ambiance overlooking the gardens. The grey velvet décor, with silk ikatts and oversized decorative Venetian eglomisé mirrors ensures an exclusive, refined yet intimate feel.



The menu continues to evolve under the watchful eye of **Chef Alfredo Russo**. After honing his craft in some of the best Michelin-starred restaurants in Europe, Chef Russo has made a name for a daring and inventive approach to cooking opening, when he was only 22 years old, the restaurant “Dolce Stil Novo” restaurant in the breathtaking location of the “Reggia di Venaria”, the royal Savoy residence outside Turin. Being named by L’Espresso’s Guide as Italy’s “Best Young Chef” in 2004, this was only the prelude to an enviable career: soon after he received Gambero Rosso’s “2 forks” while the Michelin guide awarded him with a star when he was 25.



## THE FRANKLIN LONDON

Chef Russo has taken abroad his original touch on Italian culinary tradition, traveling especially between Italy and Dubai, publishing books and speaking at some of the most prestigious international culinary conferences.

In London, where in addition to The Franklin Restaurant he helms “La Trattoria By Alfredo Russo” at The Pelham London – Starhotels Collezione, the Piedmont-born chef has become a true “ambassador” of the Italian Taste, winning the favor of the highly demanding, cosmopolitan London elite.

The menu at **The Franklin Restaurant** reprises both Russo’s bold approach and his Piedmont roots, and is presented in classic Italian format. The result is an accessible yet sophisticated affair: flavours are daring and innovative.

The cornerstone of Chef’s Russo’s culinary paradigm is an innate sense for genuine flavours and a passion for a hearty, essential rendering of each ingredient. The starting point is of course superb quality products, carefully selected and assembled with great creativity. The result is a variety of well-balanced dishes, vibrant with flavour and illuminated by unexpected, sometimes even daring twists.

The wine list is expertly crafted and wide-ranging, includes some of Piedmont’s most interesting wines such as Barolo and Barbaresco.



## THE FRANKLIN LONDON



**The Franklin Bar**, decorated with mirrored walls and velvet chairs, provides a stylish Gatsby-esque escape for pre-dinner drinks or more indulgent cocktails crafted by the hotel's expert mixologists. A food menu with variety of snacks is also available to inspire guests.

The Franklin Grand Tour is the new cocktail menu of The Franklin Bar. Inspired by the British tradition of the Grand Tour to Europe and passion for classic cars, it is a contemporary immersive cocktail experience which will drive guests to the discovery of Italy through its most iconic flavours and products.

The Grand Tour traverses down the upper part of the peninsula for the entire Autumn-Winter season, before heading South in Spring and Summer.





## THE FRANKLIN LONDON

### Meetings and events

Whether for a business meeting or a cocktail party, a formal lunch or a movie set, the **Library** at The Franklin is a pleasant setting for small gatherings, receptions and presentations for up to 20 people.

Situated on the ground floor, the light-infused and calming space reprises the stone and marble flooring of the common areas, with a vast marble mirror, an open English style fireplace and a carefully selected book collection.

The curtained **Emerald Parlor**, is an exclusive and cocooning niche for a private tea time experience nestled in the lobby. Here, antique wall mirrors made by Italian artisans and precious soft viscose velvets welcome those who look for a quiet gathering place.





### **Hammam and fitness studio**

The wellbeing of each guest is a priority at The Franklin: the hotel features a spectacular Hammam and a fitness studio with state-of-the-art Technogym equipment, while celebrity personal trainer is available for private sessions on request.

The Hempel-designed, residents-only **Hammam** treatment room is located on the lower ground floor, offering a tempting retreat for guests. The handmade crystal doors set the tone for an elegant environment, enriched by a super sophisticated illumination system. Specialist treatments are available on request.

### **Awards and Recognitions**

In 2019, **Condé Nast Traveller** adds The Franklin between the “*Top 40 Hotels*” in the **Readers’ Choice Awards**, while in 2018 it was part of the “*World’s Best Hotels*”. In 2017, the hotel won “*Best New Luxury Hotel in Europe*” at the **World Luxury Hotel Awards**.

***The Franklin London – Starhotels Collezione is part of Small Luxury Hotels of the World***

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## THE FRANKLIN L O N D O N

### Starhotels

Starhotels, the first Italian private hotel company, is a market leader in the hospitality industry within 4 and 5-star hotels. The Group vaunts 30 hotels with more than 4,200 rooms and luxury residences located in the heart of the top Italian destinations, in addition to London, Paris and New York. Starhotels is synonymous with the excellence of Italian hospitality, offering impeccable service that excels at anticipating the guests' wishes and exceeding their expectations.

The prestigious **Starhotels Collezione** – icons of style in the most beautiful destinations in the world – stand out for their strategic positions, sophisticated design and bespoke services. Starhotels Collezione properties are located in Florence, London, Milan, New York, Paris, Rome, Saturnia, Siena, Trieste, Venice and Vicenza.

**Starhotels Premium**, located in the heart of the most beautiful Italian cities, Bergamo, Bologna, Florence, Genoa, Milan, Naples, Parma, Rome, Saronno and Turin, stand out for their contemporary style, and perfect combination of elegance and comfort, providing an intangible sense of well-being through excellent and welcoming service.

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