



THE FRANKLIN
LONDON

THE FRANKLIN LONDON – STARHOTELS COLLEZIONE
Sophisticated elegant escape in the heart of Knightsbridge, London



A stunning location overlooking Egerton Gardens

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

Tucked away on a quiet residential street, surrounded by the verdant beauty of Egerton Gardens, the hotel sits just a short walk from Harrods and the Victoria & Albert Museum. Split across four classic early Victorian townhouses, The Franklin offers a luxuriously tranquil escape in one of London's most prestigious neighbourhoods.

While many of the front-facing rooms overlook the historic Brompton Oratory, the back of the property looks out onto the private lawns of Egerton Gardens. Dotted with espaliered pear trees and manicured flowerbeds, the peaceful and green space, open to the hotel's guests, provides the perfect counterpoint to the bustling Knightsbridge streets.



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Part of a Grade II-listed building, the original house dates back to the 1840s when it was originally built as four of the twenty-four terraced houses that comprise the sweeping Egerton Crescent, designed by the Georgian architect George Basevi.

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 the dedicated Guest Experience Team for bespoke services, from shoe shining to selecting floral arrangements for the room. The knowledgeable Concierges are on hand to suggest sightseeing itineraries or jogging routes, and arrange last-minute experiences. The hotel also provides a 24-hour room service.

Anouska Hempel's signature touch

New Zealand-born, British designer **Anouska Hempel**, also known as Lady Weinberg, 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 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.



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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. Recurring in many of the rooms and corridors at the Franklin, as well as referenced in the hotel’s logo, is the monogram of Joseph Hermann, a tribute to the philanthropist and artist who once briefly lived in the house in the late 19th century. He was a dear friend of Lord Egerton’s, who owned the townhouse during this period.

The monochromatic pattern is reflected in the refined Italian grey velvets by Rubelli, floor-to-ceiling Venetian screens, silt ikat hangings from Istanbul and through iron balustrades, to recall the typical English greenhouse, 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 cocktail 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 urn-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.



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It all combines for a sophisticated, cool aesthetic, referencing both La Belle Époque and Art Deco, with Middle Eastern touches and a nod to the decadent atmosphere of “La Serenissima”.



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, large Samsung Smart TVs with Bluetooth technology and Jenson earphones, GHD hairdryers and straighteners and sartorial made Penhaligon's toiletries elevate the luxury of the boutique hotel, while a pillow menu, personalised turndown service and rain-shower experience complete the lavishly indulgent offerings.



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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 below.



Presidential Suite

The unique Presidential Suite reflects Anouska Hempel's signature style, which is perceived down to the smallest detail. The spacious 62m² floor space includes a private lounge, a spacious bedroom with a stunning view of Egerton Gardens, walk-in closet and a large bathroom with double washbasin. Its sophisticated sitting room features marbled surfaces, design mirrors and luxury furniture.



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Executive Suites

A sense of indulgence permeates all of The Franklin's one-bedroom suites. Peaceful retreats 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 TV imbue the rooms with ultimate sophistication.

Garden Suites

With richly coloured interiors and velvet furnishings, the Garden Suites measure approximately 29 to 33m² and inspire a wonderful feeling of opulent luxury with their lavishly decorated interiors. Full-height windows look out onto the luscious gardens, allowing guests to enjoy moments of quiet contemplation.



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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.



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Italian fine dining at The Franklin Restaurant

The hotel, nestled in the heart of Knightsbridge, is also renowned for its restaurant, **The Franklin Restaurant**, a fine dining destination for local and international connoisseurs. The modern Italian gourmet restaurant, led by **Head Chef Roberto Roncolato**, presents a well-calibrated balance of simplicity and sophistication shaped around the finest seasonal ingredients. Seating for just 30 diners ensures an intimate ambiance overlooking the gardens. The grey velvet décor, with silk ikat hangings and oversized decorative Venetian églomisé mirrors ensures an exclusive, refined yet intimate feel.



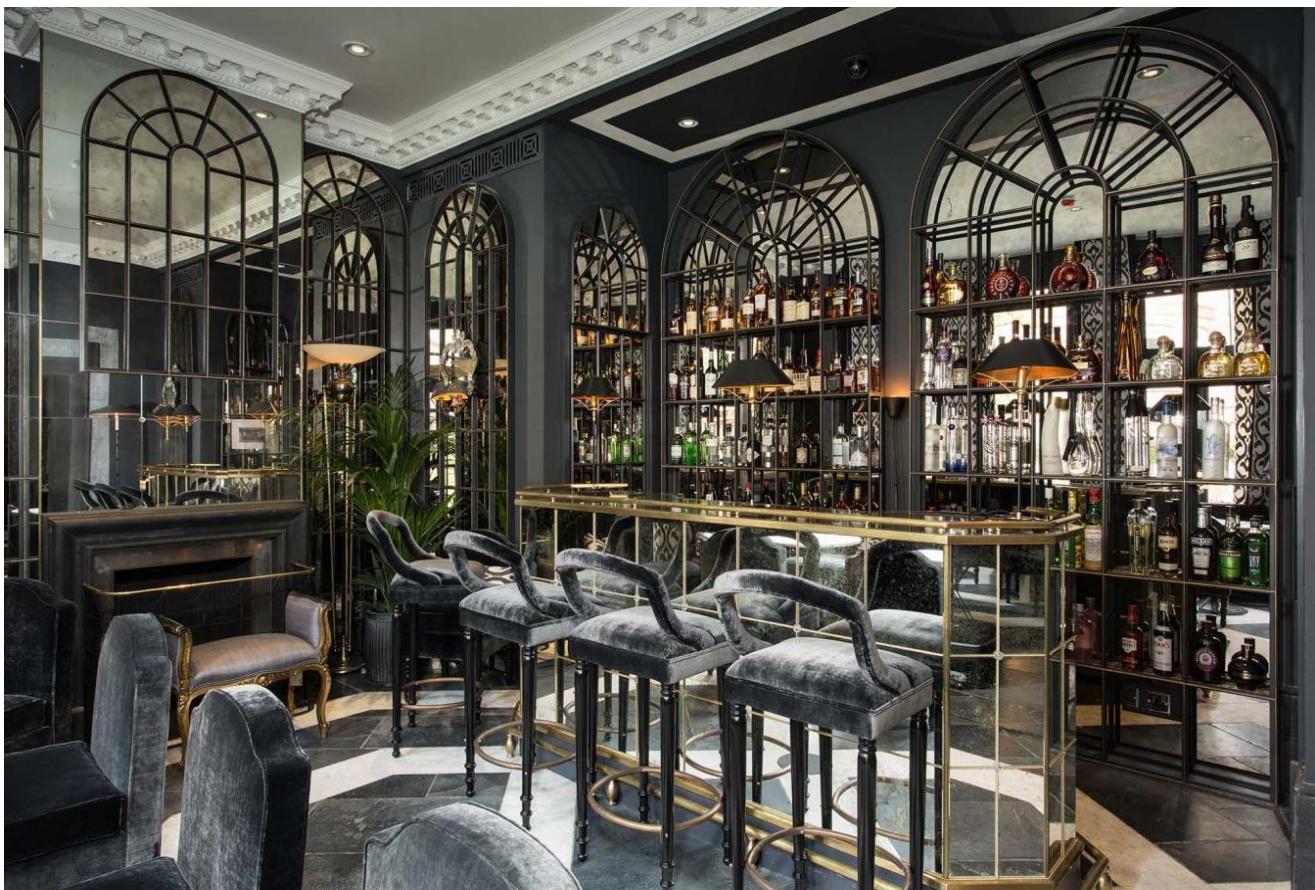
At **The Franklin Restaurant**, Chef Roncolato's cooking is built on Italian heritage while embracing Mediterranean accents and inspirations gathered through global travel, luxury hospitality and Michelin-starred kitchens. The menu is conceived as an ongoing journey, blending tradition with discovery and translating a sense of place into vibrant, contemporary plates.



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This approach is summed up in the chef's "exploration cuisine": a philosophy rooted in curiosity and in a deep respect for each ingredient, carefully selected and treated individually with precision. Root vegetables play a recurring, iconic role, anchoring dishes with depth and seasonality while allowing brighter, unexpected notes to shine. The result is a variety of well-balanced dishes, vibrant with flavour and illuminated by unexpected, daring twists: from *agnolotti with ox tail, Amarone and yuzu* to *mackerel paired with teriyaki and citrus*.

The Franklin Bar



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 a variety of snacks is also available.



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The Wicked Wizard of The Franklin afternoon tea

Recently unveiled, The Franklin London now offers The Wicked Wizard Afternoon Tea, inspired by the recent release of the movie and the classic fairytale alike, *Wicked*.

This immersive culinary event invites guests to indulge in a journey to Emerald City through meticulously crafted delicacies and enchanting decor that captures the magic of the story. The menu showcases a delicious three-course savoury selection. *No Place Like Home* features chargrilled chicken served with crisp gem lettuce and a rich sweetcorn dressing, while *Over The Rainbow* presents a delicious tomato sandwich filled with creamy avocado and roasted vegetables.



Finally, a treat for truffle lovers, the *Yellow Brick Road* will impress with a combination of homemade pan-brioche, eggs, and fresh winter black truffles. The path to Emerald City is also filled with sweet treats: guests can draw courage from the tangy lemon meringue tart of the *Lion*, embrace their hearts with the *Tin Man* tiramisu, and awaken wisdom with the *Scarecrow*'s velvety chocolate mousse ice cream. To perfectly complement the experience, the team has also curated a fine selection of Ferrari Maximum sparkling wines to choose from.



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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 tranquil 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 curated book collection.

The curtained **Emerald Parlour**, 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 soft velvets welcome those who look for a quiet gathering place.



Hammam, Fitness Studio & Spa Services

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



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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.

The treatment room next door offers a quiet space to receive exclusive spa treatments on request, from rejuvenating massages to luxurious manicures by the expert team at Viva Therapies.

Awards and Recognitions

In 2025, the hotel was awarded with **Tripadvisor Travelers' Choice Awards**.

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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22-28 Egerton Gardens London SW3 2DB

Telephone: +44 (0)20 7584 5533

Email: reservations.thefranklin@starhotels.com

Starhotels

Starhotels, the first Italian private hotel company, is a market leader in the hospitality industry within 4 and 5-star hotels. The Group boasts 34 properties with more than 4,500 rooms and luxury residences located in the heart of the top Italian destinations, in addition to London, Lugano, Paris, and New York. Starhotels is synonymous with the excellence of Italian hospitality, offering impeccable service that excels at anticipating guests' wishes and exceeding their expectations.

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Press Office

Email: pressoffice@starhotels.it

Tel: +39 055 3692251

www.starhotels.com
www.collezione.starhotels.com



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