



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.



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 19<sup>th</sup> 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, silk 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.



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 62m<sup>2</sup> 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 33m<sup>2</sup> 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 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, run by **Head Chef Roberto Roncolato**, 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 ikat hangings and oversized decorative Venetian églomisé 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. He opened the “Dolce Stil Novo” restaurant in the breathtaking location of the “Reggia di Venaria”, the royal Savoy residence outside Turin, when he was only 22.





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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.

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 favour of the cosmopolitan London elite.

The menu at **The Franklin Restaurant** reprises both Russo's bold approach and his Piedmont roots. The cornerstone of Chef Russo's culinary paradigm is an innate sense for genuine flavours and a passion for a hearty 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, daring twists.

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



### 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.

### 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.





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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.

### 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.





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### **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 trainers are 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.

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 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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### 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 31 hotels with more than 4,300 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.

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