



THE PELHAM LONDON – STARHOTELS COLLEZIONE
An iconic townhouse in the heart of South Kensington, London



The Pelham London – Starhotels Collezione is an elegant boutique hotel in the heart of South Kensington with a distinctive eclectic design. Impeccable service meets vibrant colour palettes and luxurious materials in this dashing London townhouse.

The hotel's interiors were designed by Kit Kemp when it was under the ownership of Firmdale Hotels. After the acquisition by Starhotels in 2014 many elements were renovated, but the hotel maintained the same overall aesthetic.

Bright interiors blend contemporary with antique, providing charming character and a homely atmosphere. Old Indian and Tibetan fabrics have been framed to create arresting wall-hangings, while signature furniture and artwork add intrigue. There is even a fascinating jockey's weight chair in the reception paying tribute to the racehorse-owning Pelham family, from which the hotel gets its name.

While there is still something of a grand English country home in the wood panels and open fireplaces of the convivial library and drawing room, the design is refreshingly modern and urban.



The perfect location in South Kensington's vibrant neighborhood

The Pelham is set right in the heart of South Kensington's vibrant neighbourhood, a short walk from Kensington Gardens, offering the perfect spot from which to enjoy its array of dining, drinking and shopping options. Located opposite South Kensington underground station – directly connected to Heathrow airport – and a few stops from Piccadilly Circus and Oxford Street, it's the ideal starting point for discovering the Victoria & Albert Museum, The Natural History Museum or The Royal Albert Hall.

Rooms & Suites

The Pelham's 52 rooms and suites all have an individual style expressed by a unique mix of antique and modern furniture, paintings and vibrant fabrics. Exuberantly patterned headboards, drapes and upholstery are offset by plain and elegant wallpaper. Coloured, wooden and metal window frames match the accent colours of the furniture, which blends vintage with contemporary. Meanwhile the floor-to-ceiling windows lend further lightness and radiance, many overlooking views of Cromwell Place, the bustling hub of South Kensington. Samsung Smart TVs and Simmons beds – dressed with luxury linens – sit side-by-side with period wooden cabinets. The bathrooms feature solid granite, old style taps and Penhaligon's toiletries.



Mews Suite

The split-level, loft-style Mews Suite includes a lounge and dining area on the lower level, as well as an open-plan bedroom with a king-size bed. An additional queen-size bed is located on the mezzanine level. The Mews is a private suite independent from the hotel, with a separate entrance on Cromwell Mews. It is suitable for longer stays and for families with children.



King Suite

A wonderfully modern twist on classic regal grandeur, combined with exceptional comfort, The Pelham's luxurious 50m² King Suite cannot fail to impress. The huge, opulently furnished drawing room with floor-to-ceiling windows offers some of the hotel's best views of South Kensington. The bedroom can be closed off for privacy, creating a separate lounge seating area. The bathroom with twin washbasins combines materials such as granite and oak. On request, the suite can be connected with the Executive Double room next door, creating a two-bedroom, two-bathroom suite, an elegant space measuring 78m².



Junior Suites

The Junior Suites measure 28-30m² and offer all the facilities and details guests expect from a luxury hotel. Every suite is individually decorated and furnished, creating a distinctive personality. One suite, for example, has a four-poster bed, an antique chandelier, a fireplace and a black marble bathroom. Two Junior Suites can interconnect on request to create a grand suite with two bedrooms and two bathrooms.

La Trattoria by Alfredo Russo: traditional, cosy and authentic Italian food

A cosy Italian restaurant in the heart of South Kensington, **La Trattoria by Alfredo Russo**, is reminiscent of a traditional Italian diner, with a homely, informal atmosphere. Adorning the striped walls are lively paintings by Italian artist Anna Mazzotta that overlook a mirrored bar and wooden tables in the spacious room.

Run by **Head Chef Roberto Roncolato**, La Trattoria offers traditional Italian dishes with a modern flair. Whether for lunch or dinner, guests can enjoy the vibrant flavour of the Italian culinary tradition and relish unique delicacies and fresh seasonal ingredients.

A simple menu specialising in build-your-own shaken pasta allows diners to experience homemade dishes of exceptional quality in a laidback and engaging manner.



Turin-born, Alfredo Russo is known for his successful restaurant *Il Dolce Stil Novo* at the Reggia di Venaria, close to Turin. His cooking, which has been defined as the “*New Italian Style*”, is characterised by its innovative approach to Piedmontese and Italian traditions. Using the beautiful simplicity of traditional Italian cooking styles, he reinterprets dishes by giving them a taste, texture and presentation all of his own.



The restaurant is opened for breakfast Monday to Friday from 7:00am to 10:30am and Saturday and Sunday from 7:00am to 11:00am. Lunch is served Monday to Saturday from 12:00pm to 2:00pm and Sunday from 12:00pm to 3:00pm, whilst dinner is served Monday to Saturday from 6:00pm to 9:00pm.

The Pelham Cream Tea

There is no better place to experience a traditional British cream tea than in the splendour of an English townhouse in the heart of London. Guests can savour the cream tea in the cosy library, grand drawing room, or in the privacy of their room.

Both a sparkling and traditional tea are available, to be enjoyed with homemade scones, New Forest Naked strawberry jam and Rodda's Cornish clotted cream.

The ideal spot for small meetings and events

In the heart of the glamorous and stylish South Kensington neighbourhood, The Pelham is the perfect setting for private and business events. The hotel's five versatile rooms can be transformed to accommodate a variety of events, hosting up to 45 guests.

The Gallery & Gallery Lounge

The floor-to-ceiling windows of the hotel's largest event space face onto Cromwell Place, with beautiful views overlooking South Kensington. This versatile space, which can be swiftly transformed from a bright, cheery boardroom to a glamorous lounge, is ideal for board meetings, press conferences, baby showers and cocktail parties. White and lime green walls, contemporary murals, fabric hanging lights and colourful floral displays create an enchanting setting.

THE PELHAM
LONDON



Drawing room

The perfect venue for an informal meeting or elegant evening reception. The traditional drawing room is a regal space off from the lobby, with large windows facing Cromwell Place. Grand mirrors dominate the room, bouncing light across the wood panelled walls and seating area. The room can host up to 15 guests.



Library

With its dark wood paneling, classic fireplaces and vintage wooden bureaus, the library evokes the atmosphere of a classic English club with invigorating touches: picture frames are rendered in light woods, ornate gilded brass and even flowers. Well suited for an informal gathering, a reception or a cocktail party, it is open to residents and non-residents alike, whether for afternoon cream tea or an evening glass of wine.



Private dining room

Bright and stylish, the private dining room next to La Trattoria by Alfredo Russo can host up to 10 people and is particularly suitable for business meetings, private dinners, or any event where privacy and tranquility are a must.



Awards and Recognitions

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

In 2019, **Condé Nast Traveller** adds The Pelham into the “*Top 40 Hotels*” list in the **Readers' Choice Awards**, meanwhile in 2018 it was considered one of the “*World's Best Hotels*”.

The Pelham London – Starhotels Collezione is part of ***Lifestyle Preferred***

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Starhotels, the first Italian private hotel company, is a market leader in the hospitality industry within 4 and 5-star hotels. The Group vaunts 32 properties 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.

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