



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. Antique Indian and Tibetan fabrics have been framed to create arresting wall-hangings, while signature furniture and artwork add character and 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.



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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.



South Kensington Grand Suite

The South Kensington Grand Suite blends the intimacy and warmth of a private home with the impeccable service and comforts of a luxury hotel. Spacious and refined, the Grand Suite features **four elegant double bedrooms**: two junior suites, which can be interconnected and with views over the streets of South Kensington, and two homely deluxe rooms.

The living area stands out for its elegant and bright lounge, perfect for unwinding on comfortable sofas after a day in the city, as well as a dining area centered around a large table, ideal for moments of relaxation and conviviality.

Ideal for extended stays in London or group travel, the South Kensington Grand Suite is designed to evoke the atmosphere of a private residence in the heart of the city.



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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: traditional, cosy and authentic Italian food

A cosy Italian restaurant in the heart of South Kensington, **La Trattoria**, 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 dining room.

Led by **Head Chef Roberto Roncolato**, La Trattoria is deeply rooted in timeless traditional cooking, bringing heritage recipes and rustic methods to the table with a modern flair. The result is an experience that feels reassuringly familiar, reminiscent of dining at a grandmother's table, where food is prepared with care and a sense of history.

Roncolato's inspiration comes from family rituals and memories of long Sundays spent around the table, sharing fresh pasta and unhurried conversation. It forms the basis of what he calls a **"patient cuisine"**: a way of cooking and eating that takes time, honouring Italian tradition by returning to its roots and letting simple ingredients speak for themselves. Guests can enjoy the vibrant flavour of the Italian culinary tradition passed down through generations and relish unique delicacies and fresh seasonal ingredients.

The menu celebrates much-loved classics, from *La Parmigiana di melanzane* and *Lasagna al forno* to *Cotoletta di vitello*. To finish, *A mia Nonna* offers a personal homage for those with a sweet tooth: warm *frittelle* served with cream and a lift of orange zest.

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. 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.



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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.





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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.



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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.



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Private dining room

Bright and stylish, the private dining room next to La Trattoria 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 2026, The Pelham London – Starhotels Collezione received the **Tripadvisor Travelers’ Choice Best of the Best Award**, reserved for the top 1% of properties worldwide, following its recognition in 2025 with the **Tripadvisor Travelers’ Choice Award**, granted to the top 10% of hotels listed on the platform.

In 2019, **Condé Nast Traveller** included The Pelham among the “*Top 40 Hotels*” in its **Readers’ Choice Awards**, while in 2018 the hotel was recognised among the “*World’s Best Hotels*”.

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



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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 counts 34 properties, with more than 4,500 rooms and luxury residences located in the heart of the top Italian destinations, in addition to London, Paris, and New York.

For over 45 years, Starhotels has represented the excellence of Italian hospitality, embodying the values of Made in Italy, even abroad, through every detail. This vocation is also expressed through *La Grande Bellezza – The Dream Factory*, a contemporary patronage project founded in 2019 dedicated to promoting Italian high craftsmanship.

The prestigious **Starhotels Collezione** – icons of style in the world's most beautiful destinations – stand out as historic residences and boutique hotels with a unique identity, capable of reflecting the authentic soul of the cities in which they are located. Starhotels Collezione properties can be found in prime settings in Florence, Forte dei Marmi, 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 strategic locations and contemporary style, providing the perfect blend of elegance and comfort, an intangible sense of well-being through excellent and welcoming service.

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