

**THE PELHAM LONDON – STARHOTELS COLLEZIONE**  
**An iconic retreat in the heart of 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, creating a peaceful atmosphere with bright pops of colour on furnishings. Old Indian and Tibetan fabrics have been framed to create arresting wall-hangings, an imaginative solution juxtaposed with traditional wood panelling. Meanwhile, signature furniture and artwork, including a striking jockey's weight chair in the reception, add intrigue. Brushed metal, distressed glass finishes and vibrantly coloured furniture all lend a quiet energy to the hotel. 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 neighbourhood**

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 and 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 and design expressed by a unique mix of antique and modern furniture, paintings and precious fabrics. Coloured, mismatched 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; exuberantly patterned headboards, drapes and upholstery are offset by plain and elegant wallpaper.

Samsung Smart TVs and Simmons beds– with Frette Italian linens – sit side-by-side with period wooden cabinets. The bathrooms feature solid granite, old style taps and Penhaligon 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 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 50 m2 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 Suite**

The Junior Suites measure 28-30 m2 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 and colourful location where to experience the authentic taste of Italy in a simple yet extraordinary way. Whether at lunch or dinner, guests will enjoy the homemade flavour of the Italian culinary tradition and relish the unique delicacies made with love by our Chef.

From slow cooked octopus salad to beef Lasagne, from traditional Roman Pinsa and Saltimbocca to Panna Cotta with seasonal berries, the taste of Italy is going to seduce each and every palate.



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 characterized 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. Alfredo’s menu, an innovative on classic Piedmontese cuisine. The idea is to sample a little bit of everything, enjoying the relaxed way of dining of an Italian “trattoria”.

The restaurant is opened for Breakfast Monday to Saturday from 7am to 10.30am and Saturday and Sunday from 7am to 11am. In-room Breakfast is from 7am to 11am. Lunch is served Tuesday to Saturday from 12pm to 2pm and Dinner is served Tuesday to Saturday from 6 pm to 9pm.





### **The Bar at La Trattoria**

The **Bar at La Trattoria** is the ideal meeting place for an appetizing break during the day while at night it's the smart destination for an aperitif or a nightcap masterfully prepared by the house's expert staff and served in a relaxed, international ambience.

### **The ideal spot for small private gatherings**

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 5 versatile rooms can be transformed to accommodate a variety of events, hosting up to 45 guests. From the event rooms perfect for presentations, press conferences or board meetings, to the private dining room well suited for small formal gatherings, from the drawing room with its feature fireplace perfect for cocktail parties or formal events, to the library ideal for a reception or baby shower: all the light-flooded rooms offer the comforts and privacy needed. A team of experienced staff can set them up with all the required audio-visual equipment.



### **Event Room Gallery**

The floor-to-ceiling windows of the hotel's largest event space (30 square metres, hosting up to 40 guests + 20m2, hosting up to 10 guests) 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.

### **Drawing room**

The perfect venue for an informal meeting or elegant evening reception. The traditional drawing room is given a contemporary flourish with bold brass fittings that complement the grand, roped drapes, while the floor-to-ceiling windows illuminate the vibrant red sofa. The room can host up to 15 guests.



## **Library**

With its dark wood panelling, classic fireplaces and vintage wooden chests, 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 wine and cocktails or late night liqueurs.



## **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 or any event where privacy and tranquillity are a must.



***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 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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