



## **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 color 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 paneling. 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 neighborhood**

The Pelham is set right in the heart of South Kensington's vibrant neighborhood, 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.



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## King Suite



A wonderfully modern twist on classic regal grandeur, combined with exceptional comfort, The Pelham's luxurious 50 m<sup>2</sup> 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 78m<sup>2</sup>.

## Junior Suite



The Junior Suites measure 28-30 m<sup>2</sup> 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, homely and authentic Italian food**

Just as the décor at The Pelham brings a modern touch to traditional furnishings, so the food at the hotel's restaurant **La Trattoria by Alfredo Russo** imbues Italian classics with a fresh approach.

La Trattoria by Alfredo Russo welcomes guests at any time of day for a delicious breakfast, a light lunch, a special Vintage Afternoon Tea or an elegant candlelit dinner, creating a different ambience for every moment always distinguished by an impeccable service.

Breakfast covers all the basics with some tasty extras: one can find *eggs prepared in many different ways; pancakes with berries and maple syrup; duck egg on potato and goat's cheese rosti or the Pelham Porridge with organic oats* and also a vegetarian breakfast menu.

Whether for lunch or dinner, Michelin starred Chef **Alfredo Russo** brings his zestful, inquisitive approach to life in his cuisine, based on traditional Italian recipes, in a casual ambience.



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, is made to be shared. The idea is to sample a little bit of everything, enjoying the relaxed way of dining of an Italian “trattoria”.

Among his signature dishes: *whipped salty cod with olive oil; Parmesan flan with broad beans, peas and green beans; chickpea and rosemary soup; baked aubergine, tomatoes and mozzarella.* And to top it off, a *panna cotta*, the traditional Piedmontese *bunet*, a warm *zabaione* served with *biscotti* and a glass of moscato wine from Chef Russo’s personal selection.

The restaurant is open from 6am to 10 pm during weekdays and from 7am to 22 in the weekend.



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## The Bar at La Trattoria

The **Bar at La Trattoria** is the ideal meeting place for an appetizing break during the day or for the exclusive **Vintage Afternoon Tea**, the quintessential British experience, featuring a handpicked selection of the finest teas paired with a selection of scones with cream and preserves, finger sandwiches and pastries, while at night it's the smart destination for an aperitivo or a nightcap masterfully prepared by the house's expert staff and served in a relaxed, international ambience.

The cosmopolitan cocktail list includes a range of classics and a few inventive twists on tradition like: blueberry & violet Bellinis, Martinis with cucumber and lemongrass muddled with lime juice, gin, Limoncello, ginger syrup and aloe vera water; and strawberries muddled with Kurant vodka, crème des bois, mango liqueur, blueberry and lime.



## The ideal spot for small private gatherings

In the heart of the glamorous and stylish South Kensington neighborhood, 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.



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### **Event Room Gallery 1**

The floor-to-ceiling windows of the hotel's largest event space (30 square metres, hosting up to 40 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. Lime green walls, contemporary murals, fabric hanging lights and colourful floral displays create an enchanting setting.



### **Event Room Gallery 2**

This space (20m<sup>2</sup>, hosting up to 10 guests) can be laid out as a boardroom or a lounge and is a wonderful venue for fashion events, TV interviews, meetings, cocktail parties and private receptions. Event Rooms 1 & 2 can be combined to form one large space, perfect for bigger events.

### **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.



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### Library

With its dark wood paneling, 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 afternoon tea 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 tranquility are a must.

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

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#### Starhotels

Starhotels, a private, Italian hotel company operating in the upscale and upper scale & luxury sectors, is a market leader in the hospitality industry. The Group vaunts 30 hotels located in the heart of the top Italian destinations, London, Paris and New York, for more than 4,200 rooms.

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