

S M A L L



# BUT MIGHTY

LONDON IS HAVING A LOVE AFFAIR WITH A SLEW OF NEW TOWNHOUSE HOTELS, FROM A SULTRY SOHO BOLTHOLE TO A COUNTRY HOUSE OFFSHOOT IN CHELSEA

WORDS BY ISABELLA SULLIVAN

# THE MAYFAIR TOWNHOUSE

## MAYFAIR

Mayfair's Half Moon Street is best known as the setting of Oscar Wilde's *The Importance of Being Earnest*, but this storied lane is having a renaissance thanks to the opening of one of the city's coolest new hotels. The Mayfair Townhouse is the fifth property from Iconic Luxury Hotels, the group behind classic country house Clivedon and spa break favourite Chewton Glen, inviting guests to experience a world inspired by Wilde's flamboyant storytelling. Suites and spaces are a kaleidoscope of colour and fantastical design touches: a cavalier fox acts as the hotel mascot, the lobby houses a shiny peacock covered in 25,000 Swarovski crystals and Wilde's works are dotted across the property. What makes Mayfair Townhouse so appealing is it offers guests the boutique townhouse hotel experience but with the perks and comfort of a larger hotel – the property actually spread over 15 Georgian townhouses and 172 rooms. As a result, there are plenty of choices. A cosy cabin with a single bed appeals to a solo traveller, while the fabulously art deco Garden Suite has a conservatory-style seating space and landscaped patio. The most opulent suites top the historic property and look out onto Shepherd's Market or across Mayfair's Victorian rooftops, and guests shouldn't be surprised if an Oscar Wilde quote is scrawled on the mirror or copy of *The Importance of Being Earnest* left at turndown. Those who prefer night caps to night reading can saunter down to the Dandy Bar, an eccentric dimly-lit drinking den all brass and leather serving club sandwiches, burgers and salads. "Dandy tipples" are also available in the complimentary in-room mini bar. Elsewhere, the striking ruby red Club Room with its



leather banquets and herringbone floor serves a cooked and continental breakfast and a fanciful all-day menu. A small, but well-appointed gym is also on the property with high-spec Technogym equipment. What truly delights is its army of attentive staff who carry the hotel's whimsical, Victoriana narrative with admirable vigour and charm. *Doubles from AED 1,900, themayfairtownhouse.com*

### WHERE TO EAT: MAINE MAYFAIR

Joey Ghazal has brought his beloved The Maine brand to Mayfair, bringing its glitzy Dubai vibe and New England cuisine to a Grade II-listed 18<sup>th</sup>-century townhouse of Hanover Square. Set over three floors, guests dine on lobster rolls on the terrace, gobble oysters in the mid-century drawing room, burgers in the vaulted brick tavern or enjoy languid multi-course affairs to a live jazz band in the main Brassiere. Don't be surprised to see Boy George at the table next door. *themainemayfair.com*

*Previous page:* The Lost Poet  
*This page:* The Maine Mayfair  
*Facing page, clockwise from top:* cosy public spaces, and art deco bathrooms at The Mayfair Townhouse; the polished streets of Mayfair

PHOTOGRAPH: KATYA KOROVKINA



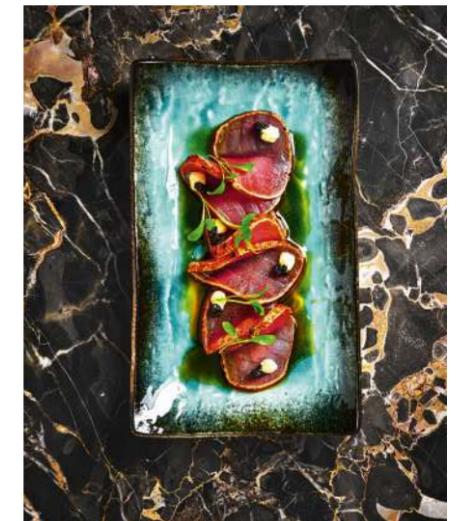


## CHATEAU DENMARK

### SOHO

For almost a decade, Tottenham Court Road has been plagued with construction for the newly opened Elizabeth Line. But with its opening has come a grand resurgence and renewed interest in the area, most notably on the historic nearby Denmark Street. In the Sixties, Denmark Street was at the heart of London's music scene named "Tin Pan Alley" due to the raucous caused by aspiring musicians pounding out potential hits. The Rolling Stones recorded their first album at No 4, David Bowie cut *Ziggy Stardust* at No 9 and the Sex Pistols lived at No 6. These Grade II-listed townhouses still stand between the mélange of music shops and have now been given a new lease of life in the form of Chateau Denmark. The head-spinningly fabulous new hotel stretches across the whole street occupying 16 townhouses and the modern Now Building – a new arts and entertainment hub opening this summer. Guests are greeted by their butler, or btlrs, as they call them, clad in vampish purple robes wandering the streets and creating a sort of street-wide vibe. From the street, you're whisked inside one of the townhouses, up a narrow, creaking wooden staircase (there are no lifts) and into your den of hedonism. There are double, or "session" rooms, but the most fun plays out in the apartments. My "All The Sinners" is painfully seductive with perennially dim lights – they don't actually brighten – and black leather floors and panelling. Guests enter via a bright red bathroom with a bright red roll-tub bath, fireplace and fully stocked maxi bar leading into a vintage Gothic-style boudoir with ornate chandelier and upholstered velvet and leather bed. Butlers are always a text away and ready to shake up cocktails in the maxi bar or deliver takeaways from local haunts on a silver tray.

When completed this year, Chateau Denmark will be home to a wellness centre, bar and all-day hangout, but for now, you'll have to book into one of its grand Lofthouse apartments to party. Larger apartments are specifically designed with parties, sessions and junkets in mind and set up with XL maxi bars and spaces for DJ booths. Chateau Denmark is breathing life into not only Soho's hotel scene, but for an entire street, and that's something worth celebrating. *Doubles from AED 2,240, chateaudenmark.com*



*This page: pan-Asian cuisine at Tattu  
Facing page: a Lofthouse Apartment*

#### WHERE TO EAT: TATTU

A potter across the street in the Now Building is Tattu, a new contemporary Chinese restaurant by way of Birmingham, Manchester and Leeds. Mood lighting and fake cherry blossoms create a theatrical feel in the take on a traditional Chinese courtyard house, along with dishes like Shanghai black cod and chicken truffle dim sum smoking under cloches. [tattu.co.uk/london](http://tattu.co.uk/london)

# BEAVERBROOK TOWNHOUSE

## CHELSEA

For the past decade Beaverbrook hotel, the former Surrey Hills home of press baron Lord Beaverbrook, has been drawing guests for sumptuous spa stays and occasions in its painfully chic Japanese restaurant. The only problem? It's not-so-close proximity to London. Enter Beaverbrook Townhouse, a new pint-sized offshoot of the grande dame hotel which opened its doors in late 2021 on stylish Sloane Street delighting its legion of adoring London-based fans. The location is impeccable: the south end of Sloane Street between Sloane Square and Knightsbridge and overlooking Cadogan Gardens, guarded by a charming-as-ever doorman who welcomes you into what feels like a grand members' club. There's an affinity between the two properties, the art deco, Twenties-inspired townhouse the work of creative designer Sir Frank Lowe and interior designer Nicole Harding – both behind the original garden house. While check in happens in a cosy nook filled with bookshelves, guests are instantly drawn to the heady buzz of art deco Sir Frank's Bar, named after Lowe, already a local hit and usually filled with well-heeled Chelsea set. It's a favourite for pre-Royal Court theatre drinks or celebration dinners in the Fuji Grill – an iteration of Beaverbrook's Japanese Grill – where the omakase menu is a performance in itself. Interesting, as each of the 14 rooms, spread over three floors, is named after a London theatre: Pink and pastel-hued "Old Vic" is filled with framed programmes and posters from past productions and backstage black and white photographs. Beaverbrook devotees will find pleasure in Harding's similar fabrics and



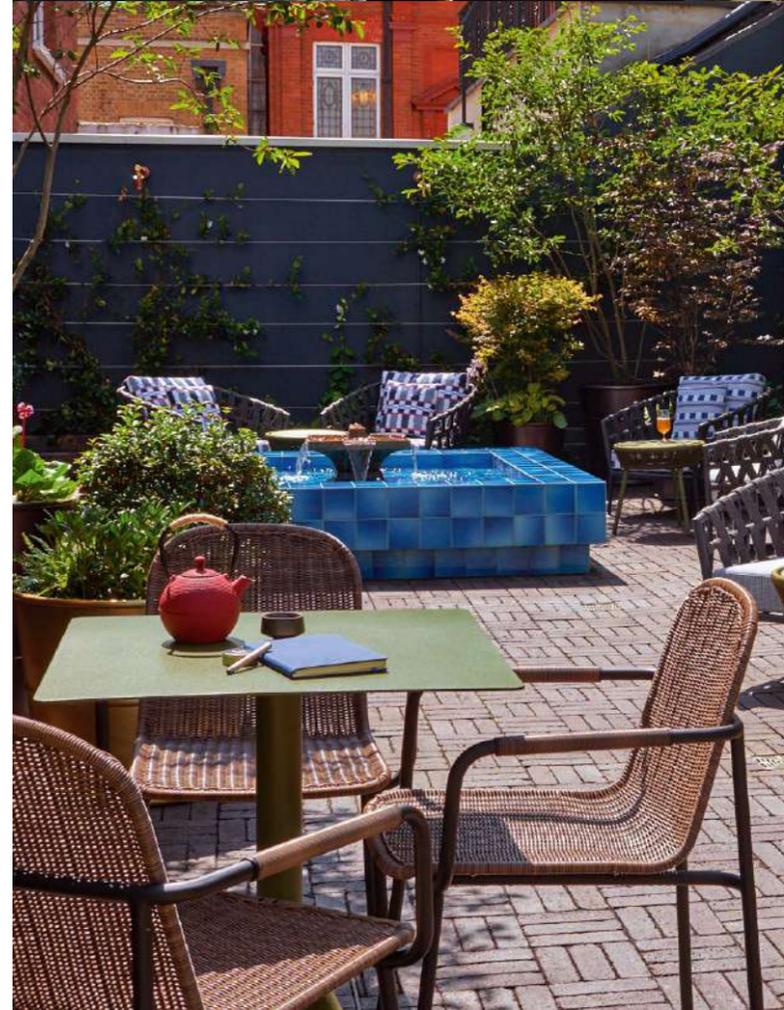
This page: Bahraini restaurant Villa Mamas Facing page, clockwise from top left: Harding's charmingly designed rooms; the Fuji Grill; two Georgian townhouses make up the hotel; Beaverbrook's peaceful suntrap courtyard

touches like velvet sofas, Ikat lampshades, patterned bedspreads and grand oak canopied beds. Glossy tiled bathrooms come in shades of blues and greens and are stocked with delightful products from sustainable brand Bamford. Book a suite on the first floor and enjoy gorgeous arched windows looking straight across to leafy Cadogan Place Gardens and a bar cart stocked with bottled cocktails and glossy magazines. More consumables are found in the complimentary drinks and tea station loaded with organic juices, presses and snacks like dried apple and moreish Tyrrells crisps. Food wise, breakfasts of green juices, homemade granola and heart full English breakfasts are a homely affair, but, when the London sun shines it's best to enjoy a picnic in the hotel's private suntrap courtyard garden. Adding

to the exclusive members' club feeling of the hotel, guests also have access to the private Cadogan Place Gardens, once the preserve of the square's residents, with its manicured lawns, wisteria-laced trellises and tennis courts. Beaverbrook Townhouse is quintessentially British countryside charm in the heart of the city. *Doubles from AED 1,835, beaverbrooktownhouse.co.uk*

### WHERE TO EAT: VILLA MAMAS

A short walk away lies the Chelsea outpost of Roaya Saleh's Bahraini restaurant Villa Mamas, a chic restaurant serving a fusion of Middle Eastern, Mediterranean and Persian cuisine. Decorative arches, tiles and patterned cushions will bring you straight back to the gulf, along with a menu of recipes inspired by Saleh's childhood and Lebanese grape. *villamamas.uk*





## HENRY'S TOWNHOUSE

### MARYLEBONE

On the smart Upper Berkeley Street, at the intersection of Marylebone, Mayfair and Paddington lies Henry's Townhouse, a new hotel-cum-private residence rented in its entirety. The property was once the reported former residence of Jane Austen's favourite brother Henry, falling into disrepair as a shabby B&B before being snapped up by Chelsea Harbour director Steve Collins and his wife, fashion boutique owner Jane. The couple opened the property in 2020 as an exclusive – and as a result, very socially distanced, stay – which in a way, couldn't be timelier. Ascending the grand front steps and entering through the gleaming black front door you're met with something Austen himself may have experienced, albeit, if he had impeccable taste and futuristic amenities. With the help of London designer Russell Sage (the studio behind The Goring), each room has been lovingly restored with features like the original staircase and cornicing maintained. There are just seven bedrooms named after Austen's relations and injected with a touch of their personality. Henry's is grand with red and white stripes, while "outlandish" cousin Eliza's is dusty pink and yellow. Touches like four poster beds and oil painting heirlooms from the Collins' own private collection and their home in France complement modern amenities like a "very British mini bar", Egyptian cotton bathrobes and Dyson hairdryers. Clever tweaks to preserve while modernising include en-suite bathrooms erected in in-room tented structures and rooms thoughtfully transformed into communal living spaces. The cosy carriage snug is perfect for hiding away with a glass of something while pouring over numerous first editions of Jane Austen novels, while the velvet-clad Jane's Writing Room –



This page: Crazy Pizza in Marylebone  
Facing page: Monsieur Halavant's Pantry

equipped with an antique corner desk – pays homage to the writer herself (Jane is said to have written *Sense and Sensibility* while visiting her brother in London). For meals, chef George Parkes whips up big English breakfasts, afternoon teas and seasonal suppers in Monsieur Halavant's Pantry – the subterranean Georgian-inspired kitchen and dining room. Below street level, guests are free to have a roaring time until the wee hours with no risk of neighbour complaints. Family reunion, spacious couple's retreat or party pad, Henry's Townhouse can be whatever stay you want it to be. *House from AED 22,750, henrystownhouse.co.uk*

#### WHERE TO EAT: CRAZY PIZZA

Flavio Briatore's fantastical Italian eatery Crazy Pizza has already opened in Riyadh – with Doha in the pipeline – and a short taxi ride from Henry's lies the Marylebone outpost. Come to enjoy glamorous lunches and dinners of "crazy thin pizza" amidst OTT Italian interiors, or the Dubai-style Saturday brunch. Make sure to stay for the famous pizza-spinning parade, a true Briatore touch, and after dinner party vibe. [crazypizza.com/marylebone](https://crazypizza.com/marylebone)

## THE LOST POET NOTTING HILL

An unmarked door on Notting Hill's Portobello Road marks the inconspicuous entrance to The Lost Poet, a petite Georgian townhouse hotel which opened its doors in the summer of 2020. This discreet entry sets the tone for the stay, the hotel feeling more like a private Notting Hill home than a hotel: A sign post points the way to the four bedrooms and all accessed by a clever FlexiPass app allowing for contactless check in. The Lost Poet embodies the spirit of Notting Hill. It's colourful and eccentric with quirky British touches – the work of local design pros Cubic Studios who sourced the modern art from Columbia Road's Nelly Duff gallery, statement soft furnishings and antique knick-knacks. Each of the four bedrooms is like a mini apartment with its own colour scheme and feel. On the ground floor, green-themed The Quarters is a sea of soothing mint and deep forest with retro fittings and reclaimed wood. Up a narrow Victorian staircase and the light-filled Salon is 50 shades of pink and purple with decorative Spanish tiling, cheeky illustrated wallpaper and shiny bronze brassware. Splash out on The Muse, a two-story penthouse clad in House of Hackney wallpaper, for a free-standing tub, sun room and roof terrace offering a bird's-eye view of Portobello. While there's no on-site restaurant, breakfast is delivered to your door each morning and a bottle of orange juice is hung outside the door at 9 am. Choose from "naughty" – buttery Ottolenghi pastries and seasonal



jams – or "nice" – coconut yoghurt with chia seeds and blueberries. It's light enough to seek out a second breakfast at local haunts like Farm Girl, Daylesford and Granger & Co. In each of the four rooms, guests will find a Marshall radio and speaker, Evolve Beauty toiletries and a mini fridge stocked with complimentary mocktails and sparkling water along with espresso machines and air-conditioning. *Rooms from AED 925, [thelostpoet.co.uk](http://thelostpoet.co.uk)*



### WHERE TO EAT: GOLD

Gold has been a favourite with royals and models since it opened in 2019 in what once was Portobello Gold public house. The four-floor dinner and late-night haunt serves up seasonal menus in rooms with leafy plants, exposed brick work and retractable roofs, and drinks in its lively bar. Come for the scene and stay for the food. [goldnottinghill.com](http://goldnottinghill.com)

*This page:* Notting Hill's Gold restaurant *Facing page, clockwise from top left:* The Lost Poet's pink-hued Salon; bathtub in The Muse; art work sourced from Nelly Duff gallery; ground floor The Suite is swathed in earthy tones

