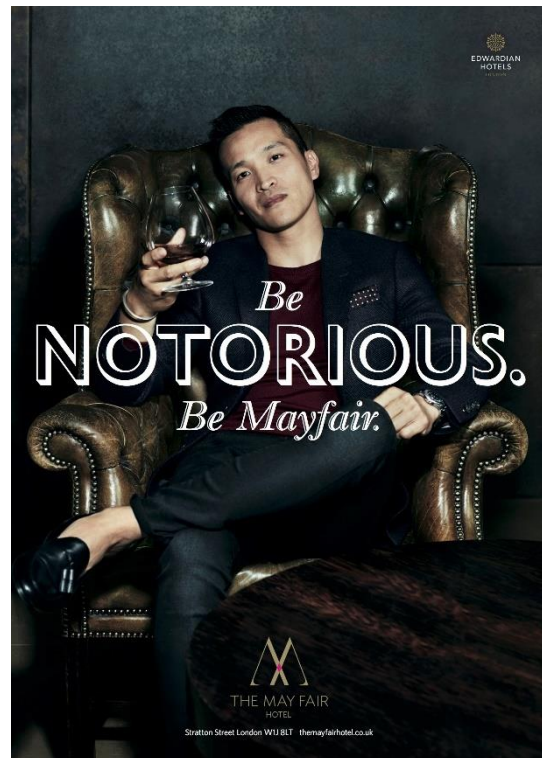




## THE MAY FAIR HOTEL MAKES ITS EMPLOYEES STARS OF NEW ADVERTISING CAMPAIGN

*A range of staff from chefs to sales team will appear in adverts to celebrate all things Mayfair*



**London, 12 September 2017:** Today, The May Fair Hotel launches its new global marketing campaign with its own employees starring in the adverts. 'Be Mayfair' has been produced by Saatchi & Saatchi pro London and is designed to celebrate the Mayfair district's unique personality, which is intrinsically reflected in the hotel itself.

*"We want to show the glamour, heritage and sophistication of Mayfair, and who better to do that than our own people? As a family-run hospitality group it is extremely important for everyone who works with us to feel part of what we do. We know that we have Hosts who embody everything that the district stands for and we want them to be recognised by our guests and Londoners alike,"* says Siraj Singh, Director of Marketing and E-commerce at Edwardian Hotels London, which owns The May Fair Hotel.

'Be Mayfair' is a series of striking images which show the different sides of Mayfair, from business to shopping, via weddings and spa breaks.

Aiyana Beisley, who is on The May Fair Hotel graduate scheme, will appear as the face of 'Be Relevant', which has been shot in the May Fair Theatre. It is part of a series of lifestyle images showing off the range of luxurious experiences available in the area:

*“Mayfair is such a vibrant area. All you need to do is walk down the street and see some of the most amazing restaurants, shops, hotels and galleries that London has to offer. I’m really proud to be included in this campaign – I think I’ll find it odd to see myself in a magazine!”*

Meanwhile, Michael Chan from The May Fair Hotel Sales Team is the face of ‘Be Notorious’, embodying the playful spirit of the district’s nightlife:

*“It has been a great experience to be part of this campaign. I’ve been working in the Mayfair area of London for over ten years and I love how this particular element of the campaign captures the essence of the area which The May Fair Hotel represents!”*

The campaign has been shot in various locations around The May Fair Hotel itself by renowned fashion photographer Lara Jade whose pictures have previously appeared in Tatler, Harper’s Bazaar and Elle.

*“It has been great to be part of a campaign that tells a genuine brand story using real people from The May Fair Hotel’s own staff. This has been an exciting opportunity for me and I have really enjoyed bringing it all to life,”* she said.

The ‘Be Mayfair’ campaign will feature in magazines and newspapers, as well as social and digital platforms all over the world from Thursday 14<sup>th</sup> September.

**ENDS**

#### **Notes to Editors**

Download ‘Be Mayfair’ images: <https://edelmanftp.box.com/s/h2r2pryd2ccmzpqt181eyawjr4gru8rx>

For more information, please contact [jack.dyas@edelman.com](mailto:jack.dyas@edelman.com) 0203 047 2636

#### **About The May Fair Hotel, London**

The luxury [May Fair Hotel](#) is in the heart of London’s most stylish district. The hotel, which was opened by King George V in 1927, boasts more than 400 luxury bedrooms, including 40 suites; set alongside the relaxing [May Fair Spa](#); the chic, Mediterranean tapas restaurant, [May Fair Kitchen](#); a 201-seat private screening room, [the May Fair Theatre](#) and the exclusive [Palm Beach Casino](#). The residence encapsulates its Mayfair locality throughout, with the intimate Terrace and Private Dining Room; [The May Fair Bar](#) offering an array of signature cocktails; the breath-taking Crystal Room; and the decadent Danziger Suite.

The May Fair Hotel is owned and managed by independent hospitality group Edwardian Hotels London, one of the UK’s largest, privately-owned companies which has been developing luxury hotel and hospitality brands since 1977.

#### **About Edwardian Hotels London**

Edwardian Hotels London is a privately-owned hotel group, which has been operating and developing an upscale and luxury hotel and hospitality portfolio since Jasminder Singh OBE began his career within the hospitality industry in 1977; forming the beginnings of what would become Edwardian Hotels London. Today, Edwardian Hotels London owns and operates The May Fair Hotel, 11 Radisson Blu Edwardian, London hotels in London and central Manchester, and a collection of restaurant and bar brands, including the [May Fair Kitchen](#), [Monmouth Kitchen](#) and [May Fair Bar](#). EHL are also engaged in a major development in Leicester Square, incorporating a luxury lifestyle hotel, restaurants, bars, spa and cinemas.



This year, Edwardian Hotels London has been awarded [Superbrands status](#) for its remarkable hotels, from the stylish boutiques to luxury on the grandest scale, and chic bars and restaurants. They join the list of the UK's strongest brands creating unforgettable experiences.



The group's food and beverage offerings have also been awarded some of the industry's highest accolades. Two of Edwardian Hotels London's restaurants are highly rated in London on TripAdvisor; Monmouth Kitchen has been named best for Italian/Peruvian cuisine and Leicester Square Kitchen which opened in May 2017 included in the top 20 for Mexican/Peruvian cuisine.



Elsewhere the Scoff & Banter Tea Rooms at the Radisson Blu Edwardian Berkshire hotel have been commended by the Afternoon Tea Awards 2017 for serving a quintessentially British Afternoon Tea with sweet and savoury surprises.

For more information visit our website at [www.edwardian.com](http://www.edwardian.com)

