



THE MAY FAIR  
HOTEL

**DESIGNER EMILIA WICKSTEAD PARTNERS WITH THE MAY FAIR HOTEL TO CELEBRATE ITS  
10<sup>TH</sup> YEAR WITH LONDON FASHION WEEK**

*Emilia Wickstead will become The May Fair Hotel's first Designer in Residence and will design bespoke touchpoints for guests to experience throughout the hotel*



**13<sup>th</sup> FEBRUARY 2018, LONDON** – The May Fair Hotel has announced a year-long partnership with renowned fashion designer Emilia Wickstead to mark its tenth year as The Official Hotel of London Fashion Week.

Emilia Wickstead, who is known for her demure style and dressing the Duchess of Cambridge, has designed a unique window display to launch the partnership. Starting from 13 February, to coincide with London Fashion Week February 2018, the relationship will extend throughout the year with Emilia designing various bespoke touchpoints at the hotel for guests to experience.

**Emilia Wickstead, Designer** said: *"It has been truly brilliant being able to collaborate with the British Fashion Council and The May Fair Hotel for a second season. This season's windows showcase a hint of what is to come for Autumn/Winter 2018 which I will showcase on Monday 19th February. I play*



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*on pink and red, which is quintessentially an Emilia Wickstead palate while paying homage to our Love Story Theme."*

**Inderneel Singh, Managing Director, The May Fair Hotel** said: *"The May Fair Hotel is proud to be supporting London Fashion Week for the tenth year. This is a big milestone for us as we continue to celebrate and support the UK fashion industry.*

*Emilia Wickstead is a natural fit for our hotel. As we saw last year, her minimalistic, yet beautiful style enhances different parts of the hotel, leaving guests with a taste of London Fashion Week without even leaving."*

**Jenico Preston, Commercial Director, British Fashion Council** said: *"I am thrilled to see The May Fair Hotel continue its partnership with Emilia Wickstead this year. After the success of last year's collaboration, I have no doubt Emilia's latest designs will excite guests staying at The May Fair Hotel."*

As part of the London Fashion Week celebrations, **May Fair Kitchen** will be offering a bespoke menu, 'The Radiance Collection.' Available from the 16<sup>th</sup> to 28<sup>th</sup> February for both lunch and dinner, the menu has been created exclusively to leave guests feeling radiant and re-energised, including juices and salads infused with wellness essentials such as lime, cayenne pepper, fresh ginger and turmeric.

The May Fair Hotel also offers a full London Fashion Week menu, as guests are also invited to unwind at **May Fair Spa\*** with full body massages, ESPA Detox Wraps and the newly introduced CACI facial treatments, which lift, tone and help in the production of collagen.

**-Ends-**

**Notes to Editors:**

Emilia Wickstead wears Pre-Fall 18 Q Trench, No 28 jeans and SS18 Emilia Wickstead x Charlotte Olympia shoes.

\* Please see all spa treatments [here](#).



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### **About Emilia Wickstead:**

British-based and New Zealand born, Emilia spent her formative years in Milan and gained a Bachelor of Arts Degree in Fashion Design and Marketing at Central Saint Martin's London with Honours in 2007.

After graduating, Emilia worked at fashion houses Giorgio Armani, Proenza Schouler, Narciso Rodriguez and Vogue in New York and Milan before returning to London to establish her own label in 2008 by opening her first store in Belgravia.

Originally commencing as a made-to-measure atelier, Emilia's collections are currently seasonal ready-to-wear and have been showcased at London Fashion Week since SS12.

Emilia Wickstead is stocked in retailers globally including Net-A-Porter, Harrods, Matches, Fivestory and Moda Operandi alongside of her flagship store which opened in 2014, on London's Sloane Street.

### **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 breathtaking 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.

### **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 Jasmin 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 11 Radisson Blu Edwardian, London hotels in London and central Manchester, The May Fair Hotel 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.



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This year, Edwardian Hotels London has been awarded [Superbrand 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. Leicester Square Kitchen, which opened in May 2017, was named in the top 10 Mexican/Peruvian restaurants in London and the best Mexican/Peruvian restaurant offering vegan and gluten free options on Trip Advisor.



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)

For media enquiries please contact the Edwardian Hotels London Press Office:  
[EHLMedia@edelman.com](mailto:EHLMedia@edelman.com)

