



THE MAY FAIR
HOTEL

**THE MAY FAIR HOTEL MODELS BRAND NEW LOOK FOR LONDON FASHION
WEEK – COURTESY OF BRITISH DESIGNER JULIEN MACDONALD, OBE**

*A sneak peak at Julien Macdonald's spring summer 17 collection on the hotel's windows kick-starts
series of exclusive London Fashion Week events and offers*



15th SEPTEMBER 2016, LONDON – As Official Hotel of London Fashion Week and Weekend, **The May Fair Hotel** is always the place to see and be seen in September – whether you're a model, designer, blogger, celebrity or fashionista. And, this year, to celebrate its central role in one of the biggest moments on the fashion industry calendar, the hotel unveiled a whole new look thanks to celebrated British designer Julien Macdonald.

Julien Macdonald created an installation to be displayed on the windows of The May Fair Hotel offering us an insight into his upcoming Spring Summer '17 collection. Juxtaposing abstract animal markings with contemporary graphic lines, the design captures an indigenous essence whilst exuding modernity. His use of mirror-effect vinyl adds a dazzling touch of Julien Macdonald glamour. Julien Macdonald unveiled his designs this morning allowing us a teaser of what we can expect to see from the designer at his London Fashion Week catwalk show on Saturday 17th at 1pm.

Caroline Rush, Chief Executive Officer, British Fashion Council says: *"Julien Macdonald has long been a mainstay of the London Fashion Week catwalk schedule and it's great to see The May Fair,*



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the official London Fashion Week hotel, working with him this season. I have no doubt that his striking designs will make The May Fair a fitting home for all the Fashion Week guests."

Inderneel Singh, Managing Director, The May Fair Hotel, owned and managed by Edwardian Hotels London says: *"London Fashion Week is one of our city's biggest moments of the year and something with which the May Fair Hotel has long been synonymous. Whether it's seeing Julien Macdonald's incredible creativity in action, a power lunch with industry insiders in the May Fair Kitchen or post-show cocktails with fashion's famous faces at the May Fair Bar, this year guests will find The May Fair Hotel really is the place to experience all the glitz and glamour of Fashion Week."*

And that's not the only way you can celebrate London Fashion Week at The May Fair this year. The hotel is also running a series of other exclusive events and special offers for guests.

The **May Fair Bar** will be serving a new cocktail line-up inspired by fashion weeks across the globe. From the stylish edge of The Londoner and the sophisticated taste of The New Yorker, to the vibrant La Milanese and elegant La Parisienne, the drinks have been specially created by the bar's mixologists to let guests savour the flavours of fashion's most famous cities. More details on the ingredients for these exclusive cocktails can be [found here](#).

Meanwhile, the [May Fair Kitchen's](#) acclaimed team of chefs has honed a bespoke Fashion Week menu comprising of a range of deliciously healthy dishes. Choices include a tasty and nutritious quinoa, pickled vegetables and roasted squash salad, and a zesty, vitamin-rich carrot, ginger and almond oil soup. Available throughout the duration of London Fashion Week, the menu is both the perfect lunchtime pick-me-up and the ideal way to refuel after a long day at the show. Those interested in hosting breakfast meetings throughout London Fashion Week should take advantage of the May Fair Kitchen's breakfast offering, which includes a selection of healthy drinks and small offerings, including the Exotic Green Smoothie and Herbal Juice.

And, finally, when it's time to give their feet a break from the heels, visitors can relax and rejuvenate in style with a [luxury reflexology treatment](#) amid the peace and tranquillity of the **May Fair Spa**. Anyone wishing to stay in the hotel's chic five star surroundings can also take advantage of its



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fantastic London Fashion Week accommodation deals. Find out more about the exclusive overnight May Fair Hotel packages* on offer [here](#).

-Ends-

Notes to Editors:

* Packages available include:

London Fashion Weekend

- 15% off best available room rates
- 2 complimentary tickets to the event
- <http://www.themayfairhotel.co.uk/london-fashion-weekend>

London Fashion Week

- 15% off best available room rates
- <http://www.themayfairhotel.co.uk/lfw>

About Julien Macdonald:

JULIEN MACDONALD OBE STUDIED FASHION KNITWEAR AT THE UNIVERSITY OF BRIGHTON AND RECEIVED HIS MA AT ROYAL COLLEGE OF ART, LONDON. SOON AFTER THE SUCCESS OF HIS RCA GRADUATION SHOW IN JUNE 1996, HIS TALENT CAUGHT THE ATTENTION OF KARL LAGERFELD AND HE WAS APPOINTED HEAD DESIGNER OF KNITWEAR FOR CHANEL, AS WELL AS FOR THE ICONIC DESIGNER'S EONYMOUS LABEL LAGERFELD, FROM 1996 TO 1998.

MACDONALD'S UNIQUE RED CARPET GOWNS AND EMBELLISHED STYLES HAVE CEMENTED HIM AS A GO-TO BRAND FOR A-LIST CLIENTELE WHO ARE OFTEN PRAISED FOR THEIR STYLISH CHOICES WITH RECENT FANS INCLUDING KIM KARDASHIAN, KYLIE MINOGUE, TAYLOR SWIFT, CHER, RITA ORA, KATE BECKINSALE, MADONNA, PALOMA FAITH, KENDALL JENNER, MYLIE CYRUS, KATIE PERRY, KRISTEN STEWART, FLORENCE WELCH, BEYONCE, SHAKIRA, HEIDI KLUM, LILY COLLINS, KAROLINA KURKOVA TO NAME A FEW.

THE JULIEN MACDONALD LABEL IS MANUFACTURED IN BRITAIN AND IS AVAILABLE AT PRESTIGIOUS BOUTIQUES WORLDWIDE.

About Edwardian Hotels London:



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Edwardian Hotels London is a privately-owned hotel group, which has been owning, 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 eleven 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](#), and is currently engaged in a major development in Leicester Square incorporating a luxury lifestyle hotel, restaurants, bars, spa and cinemas.

For more information visit our website at www.edwardian.com

About The May Fair Hotel, London

The luxury [May Fair Hotel](#) is located 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.

For more information, visit our main hotel website at www.themayfairhotel.co.uk, and www.themayfairsuites.com to explore the suites collection.

Join us on [Facebook](#), [YouTube](#) and Twitter [@TheMayFairHotel](#); our latest news can also be found at www.themayfairhotel.co.uk/blog