

THE MAY FAIR

LONDON

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THE MAY FAIR HOTEL UNVEILS DESIGNER COCKTAILS FOR LONDON FASHION WEEK



The May Fair's Exclusive Cocktail Collection for London Fashion Week

From left to right: the Mary Jane, the Peep Toe, the Velvet Mule, the Strappy Sandal, the Red Stiletto, the Classic Court

The May Fair Hotel, Official Hotel of London Fashion Week, will once again give centre stage to fashion – with a special twist on drinks this season. Inspired by world-famous shoe designers, such as Nicholas Kirkwood BFC/Vogue Designer Fashion Fund winner for 2013, Charlotte Olympia Dellal or Manolo Blahnik CBE whose London Fashion Week designs will also adorn the windows of the May Fair Hotel, the May Fair is delighted to announce the launch of a new cocktail collection themed around iconic footwear. A renowned playground for London's most stylish, the May Fair Hotel translates its passion for fashion into chic cocktails, and gives a taste of glamour to all fashion lovers.

For those who wish to unwind in style with an evening drink, the May Fair Bar's expert team of mixologists has created a brand-new collection of six shoe-inspired cocktails, exclusively for London Fashion Week. The May Fair cocktail collection for London Fashion Week will feature 6 stylish and delicious cocktails, inspired by the creative genius of some of the world's greatest shoe designs. All cocktails are based on an iconic shoe – *the Mary Jane, the Peep Toe, the Strappy Sandal, the Red Stiletto, the Velvet Mule and the Classic Court* – each one showcasing a different style, personality and ingredients – something to please every taste!

The May Fair cocktail collection for London Fashion Week will be available from 13th to 28th February exclusively at the May Fair Bar. Price: £14 per cocktail.

The Mary Jane

Ingredients: Creme de peche and creme de framboise shaken with peach infused vodka



The Peep Toe

Ingredients: Hennessy fine shaken with creme de mur with citrus tones over ice



The Velvet Mule

Ingredients: Honey sweetened rum shaken with lime and fresh ginger and topped with ginger beer



The Strappy Sandal

Ingredients: Hendricks shaken with equal measures of dry and sweet vermouth with a hint of orange citrus



The Red Stiletto

Ingredients: Frozen raspberry vodka laced with cherry liqueur and charged with champagne



The Classic Court

Ingredients: Bison grass vodka and apple liqueur shaken with fresh crushed apple



Recipes and hi-res images available upon request.

-ENDS-

For further information or to book please visit www.themayfairhotel.co.uk/fashionweek

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Notes to Editors:

About The May Fair:

Situated in the heart of the Mayfair village, the May Fair Hotel has been a by-word for elegance and style since the twenties.

The May Fair (www.themayfairhotel.co.uk), first opened by King George V in 1927 and once owned by the filmmaking Danziger Brothers, is the official hotel for London Fashion Week and the BFI London Film Festival, in partnership with American Express. It has also been recognised for having "The Best Hotel Bar in London," by *The Evening Standard* and has been awarded Cool Brand status in 2010, 2011 and 2012.

The 404-room, West End hotel has hosted countless celebrities, heads of state, world leaders and cultural icons throughout its storied history. The hotel features The May Fair Bar; Quince restaurant; The Cigar Room, 13 signature suites; a private VIP entrance; extraordinary banquet facilities, including the largest private theatre in London and the largest Baccarat chandelier in Europe; the world-class May Fair Spa; rooftop penthouse with 180° views of London; and a superlative staff attuned to the needs of the most discerning guest.

For more information visit www.themayfairhotel.co.uk or follow us on <http://twitter.com/themayfairhotel> or <http://www.youtube.com/themayfairhotel>

London Fashion Week:

London Fashion Week is organised by the British Fashion Council