



THE MAY FAIR
HOTEL

**DESIGNER EMILIA WICKSTEAD CREATES EXCLUSIVE DESIGNS FOR THE MAY FAIR HOTEL
WINDOWS AS PART OF ITS 10TH YEAR WITH LONDON FASHION WEEK**



Tuesday 11 September 2018, LONDON – To mark The May Fair Hotel's tenth year anniversary, as The Official Hotel of London Fashion Week, renowned fashion designer and The May Fair Hotel's Designer in Residence, Emilia Wickstead has curated bespoke window installations which will be visible from 12th – 23rd September 2018. Images of the designs can be found [here](#).

Alongside the windows, Wickstead, who is known for her demure style and dressing both the Duchess of Cambridge and Duchess of Sussex, has curated 'The Emilia Collection,' an exclusive range of cocktails that have been inspired by Emilia Wickstead's most celebrated dresses and will be available at May Fair Bar between 8th – 23rd September 2018. Limited edition Emilia Wickstead key cards will also be in use throughout the hotel during London Fashion Week.

Emilia Wickstead, Designer said: *"It has been truly brilliant to collaborate with The May Fair Hotel for a third season."*

Inderneel Singh, Managing Director, The May Fair Hotel said: *"The May Fair Hotel is delighted to mark this London Fashion Week 10-year milestone with more exclusive designs from Emilia. We have loved having Emilia as our Designer in Residence and look forward to guests' reactions to her latest creations. The innovative window displays and cocktails bring a unique element to our hotel."*



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Jenico Preston, Commercial Director, British Fashion Council said: *“After the success of last year’s installation, I have no doubt Emilia’s latest execution will excite guests staying at The May Fair Hotel.”*

Why not pop down to May Fair Bar and experience ‘The Emilia Collection’ or sample the Spanish and Italian small plates in May Fair Kitchen or visit May Fair Terrace, an open-air enclave for drinks and cigars.

The May Fair Hotel will also offer an array of treatments that will help guests unwind, relax and rejuvenate, 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:

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

For more information please contact: EHLmedia@edelman.com

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 bespoke 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.

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 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



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a major development in Leicester Square, The Londoner, incorporating a luxury lifestyle hotel, restaurants, bars, spa and cinemas.

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

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.

About British Fashion Council

The British Fashion Council (BFC) was set up in 1983 to promote British fashion internationally and co-ordinate this promotion through fashion weeks, exhibitions and showcasing events. The BFC now supports designers beginning at college level and extending to talent identification, business support and showcasing schemes to help British designer businesses develop their profiles and business globally and promote British fashion and its influential role in Britain and London. The BFC Colleges Council offers support to students through its Foundation, BA and MA scholarships, links with industry through design competitions and Graduate Preview Day. Talent identification and business support schemes include BFC/Vogue Designer Fashion Fund and NEWGEN which includes womenswear, menswear and accessories. The BFC supports Boden's Future British initiative. The BFC also runs and owns charities including the BFC Fashion Arts Foundation, the BFC Fashion Trust and the BFC Education Foundation. Showcasing initiatives and events include London Fashion Week, London Fashion Week Men's, LONDON show ROOMS, International Fashion Showcase, London Fashion Week Festival and the annual celebration of creativity and innovation in the fashion industry: The Fashion Awards.