

Top-end London townhouse targets GCC

The refurbished St James's Hotel and Club is catering to Arab clientele this summer

PROPERTY

A luxury London boutique hotel is making a bee-line for the GCC market this summer offering a "five-star townhouse" concept that it believes will appeal to discerning travellers.

St James's Hotel and Club, which is centrally located near Mayfair, just minutes from Piccadilly, yet tucked away in a cul-de-sac on Park Place, re-opened in September following an 18-month restoration programme and is now geared up for the Gulf market, according to managing director Henrik Muehle.

"We know what the Middle East client needs," he said, explaining that Arabic TV channels and newspapers, halal food, mezze menus and shisha on request, were all available at St James's.

"We also have chauffeur-driven cars — we work with Quintessentially Cars here in London — as well as personal shoppers to take guests to nearby Harvey Nichols, Harrods or Fortnum & Mason."

Muehle was also keen to highlight the suites with roof terraces, where food and shisha can be served during the balmy English summer.

These include the Terrace Suite and the Westminster Suite, with outdoor terraces boasting views over London — a rarity given that most London properties do not have terraces at all.

All suites have king-sized beds, a fireplace, antique furnishings and sculptures, carefully-appointed artwork and separate bedroom, bathroom and living areas.

They are all located on the upper floors of this Victorian townhouse, which first opened its doors as a gentlemen's chamber for the English aristocracy, and feature handmade silk wallpaper, black lacquered furniture, handcrafted Murano glass chandeliers and some bathrooms feature built-in LCD TVs.

Other features include complimentary Wi-Fi internet access, L'Occitane amenities, a VDA-system,



On the rooftop, one of the few places left in London where shisha can be served.

“It provides all the service a big hotel offers, yet it is intimate and private; it's tucked away in a cul-de-sac”

iPod docking station, DVD Players and flat screen TVs.

The property, which is part of the luxury Althoff Hotel Collections, has 60 guest rooms in total, as well as The Andaman restaurant, a bar and private dining and meetings facilities.

All guests have complimentary access to the nearby Mayfair Hotels Gym, while the 'Royal Entrance' on the first floor leads straight to the jogging track in Green Park.

Muehle said he liked to describe St James's as "a grande hotel in mini".

"It provides all of the services a big hotel offers yet it is intimate and private; it's tucked away in a cul-de-sac, yet it is central — the perfect location."



Entrance to the St. James Hotel and Club.

St James's Middle East package

St James's Hotel and Club has put together a special package exclusively for the Arab market. Suite rates start from £995 (US \$1620) per night including breakfast, two-way airport transfers (Heathrow) plus VAT at 15%. The rate is valid until September 6. St James offers Arabic-language TV channels, shisha on request, Arabic newspapers and TV channels, Kibblats, Halal food and Mezze menus.

AGENTS NOTE: THIS PACKAGE IS 10% COMMISSIONABLE.

Contact director of sales and marketing Kate Dixon on +44 207 316 1619 or email kate.dixon@stjameshotelandclub.com

For more information on the property visit www.stjameshotelandclub.com

Shopping tips

St. James's Hotel and Club head concierge Madeleine Calon gives a 'top to toe' guide of shopping opportunities close to the property:

Edward Bates Ltd: has supplied stylish hats and caps to discerning gentlemen from its Jermyn Street shop since the turn of the century.

James Lock: provides ladies' and gentlemen's quality headwear and following the film release of *Sex and the City*, has received an unprecedented demand for its hat boxes.

Dunhill: bespoke products for discerning gentlemen, ranging from casual menswear, to handcrafted leather goods.

Turnbull and Asser: best known for

its men's shirts and ties. This shop has dressed royalty, world leaders and stars of the entertainment world.

Thomas Pink: for exceptionally well-made men's shirts.

John Lobb: for beautifully hand-made men's shoes.

Favourbrook: for evening, day and wedding wear — a modern twist on traditional men's tailoring.

Fortnum and Mason: has brought the world's best food, drink, gifts and luxury products for 300 years.

D.R Harris & Co: one of London's oldest pharmacies.

Truefitt and Hill: for hairdressing, shampoos, perfumes and colognes. For more information email concierge@stjameshotelandclub.com