Grosvenor House Apartments by Jumeirah Living

Address
GROSVENOR HOUSE APARTMENTS BY JUMEIRAH LIVING
Park Lane, London W1K 7TN (Corner of Park Lane & Mount Street)
England

Tel: +44 (0)20 7518 4444
Fax: +44 (0)20 7518 4445
E-mail: GHAinfo@jumeirah.com
Website: www.jumeirah.com/gha

About
Combining the refined services of a luxury hotel with the privacy, comfort and generous living space of a contemporary Mayfair residence, Grosvenor House Apartments by Jumeirah Living offers a unique experience for both short and extended stays.

Location
Grosvenor House Apartments by Jumeirah Living is centrally located in one of the most exclusive areas of London on Park Lane in the heart of Mayfair, opposite Hyde Park and close to Jumeirah Carlton Tower Hotel and Knightsbridge.

History
The site of Grosvenor House was originally a residence owned by Lord Chetwynd, before becoming the home of the Duke of Cumberland, followed by the Duke of Gloucester. The site was then purchased in 1805 by Robert Grosvenor, the 1st Marquess of Westminster. In 1808 the Grosvenor family moved in and the property became known as Grosvenor House. Over the course of the 19th century the house was extended considerably in the Neo-Classical style, becoming ever grander in line with the Grosvenor family’s position as one of London society’s wealthiest and most prominent landowners.

The celebrated British architect Edwin Lutyens designed the building as seen today which was constructed between 1912 and 1918. It was considered an icon of early 20th Century luxury in London and served as the London home of the Dukes of Westminster and their family until it was requisitioned by the government during the Great War.

In the 1920s, Grosvenor House was sold by the family to William Lever, 1st Viscount Leverhulme, the soap entrepreneur and arts benefactor. Following Lord Leverhulme’s death, the house was subsequently transformed into ‘Apartment Hotels’. The tower was added in 1927, using a French stone, Salamandre, which contrasted with the Portland Stone traditionally used in the neighbourhood. As a result, Grosvenor House Apartments further became synonymous with luxury and style.

More recently, the property underwent a £75 million heritage conversion refurbishment in 2011, with the first guests of Grosvenor House Apartments by Jumeirah Living welcomed in April 2012.
**Structure and Interior Design**
The 2011 refurbishment maintained the historic façade and was led by architects Woods Bagot with Anouska Hempel as one of the Design Consultants for the stylish interiors.

Many of the hotel residences overlook Hyde Park or Mayfair. Others have colonial-style shutters opening onto a seven-storey vaulted Atrium and its striking and contemporary chandelier. The central Atrium provides continuity with the building’s fascinating heritage, echoing the grand staircase which once stood at the heart of the storied home.

The interior design of the apartments combines classical British finishes such as dark oak timber flooring with more contemporary touches such as tailored wall panelling and oversized stone bathrooms. State-of-the-art technology, bespoke furniture and original works of art complete the luxurious finish.

**Residences**
Grosvenor House Apartments by Jumeirah Living offers exceptional quality, service and attention to detail.

The property’s 130 apartments range from studio residences through to the five-bedroom Grosvenor Penthouse (over 450 square metres). Apartments may be reserved for either short or long stays and are priced accordingly.

**The London Suites**
The London Suites – comprised of the Serpentine, City, Westminster, and Hyde Park – are named after local landmarks and views. Ranging from approximately **160 to 225 square meters**, each of the four suites offer breathtaking views of Hyde Park or the rooftops of surrounding Mayfair, and are ideally equipped for either short or extended stays.

**Penthouses**
There are four spacious single strata penthouses on the top floor – a unique offering in London – with private balconies and butler service. The five bedroom Grosvenor Penthouse offers one of the largest serviced luxury accommodation options in London in a prime and exclusive area.

**Residence Concierge**
A highly specialised 24-hour Residence Concierge team is on hand to attend to the guests. Each residence connects to the Concierge and services include assistance with shopping, travel arrangements, IT support and domestic services as well as sourcing schools, booking events, appointments and interior decoration. 24 hour In-residence dining and daily maid service complete the service experience.

From the prime location on Park Lane, Grosvenor House Apartments also provides a perfect base from which guests can ready themselves for London’s latest. Whether guests are working or on holiday, the Concierge can help with each and every occasion. With access to a personal trainer, celebrity beauty team, and hairdresser, Grosvenor House Apartments provides a luxury ‘little black book’ to meet all the demands of London living.

Grosvenor House Apartments also has a 24-hour fitness room with state-of-the-art fitness equipment as well as spa and beauty treatments available in residence. Business services can be provided in residence too.
At Home with Jumeirah Living
The ‘At Home with Jumeirah Living’ services have been specially curated to ensure guests can enjoy effortless luxury living, and experience London like a local, throughout their stay.

From organising a dinner party to setting up a home office or stocking the pantry with the finest of groceries, the team at Grosvenor House Apartments make sure that nothing is too much trouble when guests come to settle in to their home away from home.

At Home Events Programme
The ‘At Home’ Events Programme offers guests the best of London living. Guests are treated regularly to a unique experience, ranging from private previews in the world of fashion and music, to exclusive readings by of-the-moment authors and master-classes from experts in their field.

Spa and beauty
Guests can receive treatments from luxury Mayfair spas and award winning salons within the privacy and comfort of their own residence. From massages and facials to hair styling and make-up, a selection of treatments is available.

The Atrium
The spectacular second-floor Atrium with a seven-storey high ceiling and a grand over-sized fireplace is available to residents and their guests for informal all-day dining.

RESIDENT SERVICES
- Complimentary Wi-Fi available
- 24-hour in-residence dining
- 24-hour fitness room
- Daily maid service
- Same-day laundry service
- Valet and pressing service
- Complimentary shoe-shine
- Check-in any time for long stay guests
- Full concierge services
- Movies on Demand
- Transfer to/from airport/station at charge
- Parking facilities with valet service
- Personal shopping services (available on request)
- Personal make-up artists, stylists, and hair stylists (available on request)
- Books, table games and video games for kids (available on request)
- 24 hour residences security with secure lobby entrance
- Over 20 languages spoken by staff
- ‘Welcome Home’ hamper on arrival, including bread, butter, selection of preserves, tea, coffee and fresh milk
- Daily complimentary local newspaper delivered
- Activity pack and teddy bear for our younger guests

Heathrow VIP Service for London Suites and Penthouse Suites
International guests of the London Suites and Penthouse Suites for 7 nights or more receive complimentary one-way access to **Heathrow VIP**; a unique experience designed for the world’s most discerning travellers, including A-list celebrities, royals and high profile diplomats. Bypassing the main terminals and other passengers, guests will be collected directly from the steps of their arriving aircraft by luxury limousine, bypassing the stress of security and baggage reclaim, before being whisked to their suite.

**Inside Mayfair**
Inside Mayfair is Grosvenor House Apartments’ online guide to London’s most luxurious neighbourhood. Designed to give guests and friends of the hotel residence true insight into life in Mayfair, the digital magazine is packed full of tips, interviews and local news for inside access to the best the area has to offer.

**Art Maps**
With some of London’s most well renowned Art Galleries on the doorstep, Grosvenor House Apartments has launched three brand new Art Maps. Each map gives an illustrative and fun summary of key galleries, sculptures and even art-focused restaurants to help guests interested in three particular themes:

- Masterpieces
- Contemporary Art
- Art in the City – focused for children

Carefully curated by Grosvenor House Apartments, the maps will help guests to avoid the usual tourist-focused galleries so that those with an interest in art can explore the Mayfair area and locate London’s best-kept art secrets.

**Kathryn Tilbury**
Kathryn is a highly regarded fitness expert and the official personal trainer at Grosvenor House Apartments. With over ten years of experience as a health and fitness professional working in some of London’s most prestigious gyms, Kathryn is now based at Grosvenor House Apartments to assist guests with everything from specialist back pain and injury care to post-natal recovery exercises and expert fitness training.

Using the latest fitness equipment and techniques, guests are able to choose from functional strength, boxing, pilates, ballet, circuit based fat loss or a combination of disciplines to get in shape. A bespoke fitness programme is then developed by Kathryn to match goals, needs and fitness levels so that guests will feel challenged and energised during their stay.

**About Jumeirah Living:**
Jumeirah Living, the Group’s luxury brand of serviced residences, offers truly personalised services for effortless living. Whether for short, mid-term or extended stays, Jumeirah Living residences feature cutting-edge technology, sumptuous finishes and contemporary design to provide guests and residents with the exceptional, world-class luxury service for which Jumeirah is renowned, in a home away from home. The current portfolio includes Jumeirah Living World Trade Centre in Dubai, as well as Grosvenor House Apartments by Jumeirah
Living in London; Jumeirah Living residences will also be integrated into future mixed-use Jumeirah developments.

About Jumeirah Group:

Jumeirah Group, the global luxury hotel company and a member of Dubai Holding, operates a world-class portfolio of hotels and resorts including the flagship Burj Al Arab Jumeirah. Jumeirah Hotels & Resorts manages properties in Dubai and Abu Dhabi, UAE, and Kuwait in the Middle East; Baku, Bodrum, Frankfurt, Istanbul, London, Mallorca (Spain) and Rome in Europe; the Maldives and Shanghai in Asia. Jumeirah Group also runs the luxury serviced residences brand Jumeirah Living™ with properties in London and Dubai; the new contemporary lifestyle hotel brand Venu™; the wellness brand Talise™; Jumeirah Restaurant Group Dubai™; Wild Wadi Waterpark™; The Emirates Academy of Hospitality Management™; and Jumeirah Sirius™, its global loyalty programme. Future openings include luxury and lifestyle hotels in China, India, Indonesia, Jordan, Malaysia, Mauritius, Oman, Russia and the UAE. www.jumeirah.com

For further information please contact:
Beth Thoms at The Communication Group plc
Tel: 02076301411 E-mail: bthoms@thecommunicationgroup.co.uk