



THE MAY FAIR HOTEL

THE MAY FAIR HOTEL PARTNERS WITH DESIGNER OSMAN TO CELEBRATE ITS

11TH YEAR WITH LONDON FASHION WEEK

A sneak-peak at OSMAN's SS19 collection will be on display in the hotel's windows to kick-start London Fashion Week



14th FEBRUARY 2019, LONDON – The May Fair Hotel has announced a year-long partnership with renowned fashion designer OSMAN to mark its 11th year as the Official Hotel of London Fashion Week.

British-born designer Osman Yousefzada has forged a niche in luxury womenswear with an approach to design, which cross pollinates with other creative disciplines. From the red carpet to the office, with an exotic swirl of Talitha Getty in the 1960s and a rainbow of hand embroidery in India, the award-winning OSMAN's aesthetic is grounded in exemplary cutting. His clothes appear on camera worn by Beyoncé, Thandie Newton, Emily Blunt, Celine Dion & Lady Gaga.

As part of the partnership, OSMAN has designed a unique window display which combines art and fashion and explores the idea of light, colour and silhouette. The first of two pieces displayed; 'The



THE MAY FAIR

HOTEL

Tiered Vision', previously part of the group exhibition "Nightfall" at the Mendes Wood DM gallery in Brussels, is reshown as part of this collaboration. The second piece, an exclusive colour from the new AW19 collection, which will be showcased at London Fashion Week.

The windows will be unveiled on 14th February. The relationship will extend throughout the year with OSMAN designing various bespoke touchpoints exclusively for the hotel for guests to experience.

Osman Yousefzada, Designer said: "*I am delighted to bring my multidisciplinary designs to London's iconic fashion district. I love being able to experiment and express my style in new and unique ways; partnering with The May Fair Hotel is the perfect way to do this.*"

Botho Stein, General Manager, The May Fair Hotel said: "*We have been a proud supporter of London Fashion Week for over a decade and are delighted to announce a new and exciting partnership with OSMAN. His window design is a fantastic opportunity for his unique and elegant style to come to life through the hotel, leaving guests with a taste of the glitz and glamour of London Fashion Week without ever leaving.*"

Clara Mercer, Communications Director, British Fashion Council said: "*It's great to see the May Fair Hotel, the Official London Fashion Week hotel, working with OSMAN this season. There is no doubt that his eye-catching designs will make The May Fair Hotel a fitting home for all Fashion Week guests.*"

Anyone wishing to stay in the hotel's chic five-star surroundings can also take advantage of its fantastic London Fashion Week accommodation deals. Find out more about the exclusive overnight May Fair Hotel packages* on offer [here](#).

-Ends-

Notes to Editors:

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



THE MAY FAIR HOTEL

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 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.

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 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 OSMAN:

Since launching his eponymous label in 2008, Osman Yousefzada has forged a niche in luxury womenswear with an intellectual approach to design, exploring and cross pollinating with other creative disciplines, garnering numerous awards. He is one of the brightest stars in international fashion. With the opening of the House of Osman in Fitzrovia in 2018, in a historic Georgian townhouse in Fitzrovia, he unveiled a vision of the future of his brand – a holistic world of art and design.

Osman's family background gave him a grounding in both technique and aesthetics. He grew up in an extraordinarily conservative and religious milieu, the son of Afghan and Pakistani migrants, in Birmingham. He comes from a family of artisans – his father was a carpenter from a long line of carpenters, his mother was a tailor. He could cut and sew before he was 10. His formal training and education was similarly offbeat and shaped his perspective on design, from fashion stints at Central St Martin in London to an MPhil at Cambridge University, and anthropological studies at the School of African and Oriental Studies in the capital. The result is what he calls a "migrant soup" aesthetic – a rich mix of theology, ritual, contemporary European art and the crossing of continental and cultural borders.

From the red carpet to the office, with an exotic swirl of Talitha Getty in the 1960s and a rainbow of hand embroidery in India, Osman's aesthetic is grounded in exemplary cutting. Before launching his own label, he was head of tailoring at Joseph, and while the Osman silhouette is big on sculptural and architectural details. He is fixated with the fit of the perfect jacket and the perfect pair of pants.



THE MAY FAIR

HOTEL

His obsession with tailoring led to the launch of The Perfect Five – a utilitarian, chic capsule collection for the Osman woman to come back to, season after season: Five pairs of pants; five tops, five coats; five knits ... As Osman describes the dynamic: "I am simplifying the dynamic of shopping with the ultimate modular wardrobe."

He was nominated for the Designs of the Year Award at the Design Museum in 2008 and shortlisted for the Frieze Art Award in 2014. He was shortlisted for the BFC/Vogue Designer Fashion Fund the same year and has been shortlisted every year since. He has a strong history collaboration – from Mango and John Lewis to the avant-garde. In June 2018 he staged his first solo art exhibition, *Being Somewhere Else*, a show about cultural displacement, (<https://www.vogue.co.uk/article/osman-yousefzada-ikon-gallery-being-somewhere-else>) and the female experience of dominance and, subsequently, empowerment at the Ikon Gallery in Birmingham. Shortly afterwards, he took part in the Volcano Extravaganza in Stromboli, collaborating closely with a group of other invited artists and performers.

The House of Osman at 32 Percy Street was conceived as part atelier and boutique, but also – with artwork curated by Milovan Farranoto of the Fiorucci Art Trust – as the bricks and mortar realisation of *The Collective* journal which Osman creates on an annual basis. The designer is intrigued by, and thrives on, collaboration. This elegant and historic building space – which he had blessed by a witch before opening to assert the power of ritual over everything from the private fittings for celebrities to the atelier in which he sketches – represents the next step in the Osman narrative. His clothes appear on camera worn by Beyoncé, Thandie Newton, Emma Watson, and Taylor Swift, but it's the House that creates the energy and the look that defines the label – it is a place for events, performance and ideas; a crucible for someone with one of the most interesting perspectives in art and design in London today.

ABOUT BRITISH FASHION COUNCIL

The British Fashion Council (BFC) was set up in 1983 to promote British fashion internationally and coordinate 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, BFC/GQ Designer Fashion Fund and NEWGEN which includes womenswear, menswear and accessories. 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.



THE MAY FAIR

HOTEL

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



EDWARDIAN
HOTELS

L O N D O N