



THE MAY FAIR
HOTEL

TOAST LONDON FASHION WEEK 2017 WITH EMILIA WICKSTEAD'S

LIMITED-EDITION COCKTAILS AT THE MAY FAIR HOTEL



4 SEPTEMBER 2017, LONDON – Celebrate London Fashion Week this year with limited-edition cocktails created by designer Emilia Wickstead at the official hotel of London Fashion Week itself, The May Fair Hotel. Emilia's cocktails are available to enjoy from 11th – 27th September combining her favourite flavours and colour tones.

Emilia, who has dressed the Duchess of Cambridge, Kate Bosworth, Gwyneth Paltrow and many more, has worked with May Fair Bar's mixologists to create these original and unique cocktails for guests to enjoy whilst they unwind after a busy day at the shows or simply shopping. The renowned designer has also created a unique window display, inspired by her latest collection, to appear at The May Fair Hotel and tease onlookers.

'Pink' by Emilia Wickstead (£16) mirrors the dusty pink colour of her exclusive window display at the hotel and is tailored towards the slightly sharper taste buds of guests who want something sophisticated yet different. The combination of Belvedere Vodka, lemon and grapefruit juice, hibiscus syrup and egg white topped with Moët & Chandon champagne leaves a refreshing taste.



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'Rose' by Emilia Wickstead (£14) plays on a softer note, combining classic flavours of Hendricks Gin, Chambord, rose syrup, lemon and lychee juice with egg white. It is the perfect cocktail to catch up with friends after London Fashion Week and swap thoughts on your favourite designer.

The last, but not least, cocktail that Emilia has created with May Fair Bar is 'Violet' by Emilia Wickstead (£14). This cocktail is a wonderful balance of sweet and sour, and for the more devilish type, combining Pisco Aba, violet liqueur, rhubarb syrup, lemon juice, sugar syrup and egg white.

Visit May Fair Bar to try the limited-edition cocktails, and experience the unique window display from 11th - 27th September.

For more information on The May Fair visit <http://www.themayfairhotel.co.uk>

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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.

Emilia Wickstead is stocked in retailers globally including Net-A-Porter, Harrods, Matches, Fivestory and Moda Operandi alongside of her flagship store which opened in 2014, on London's Sloane Street.

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



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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 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, incorporating a luxury lifestyle hotel, restaurants, bars, spa and cinemas.



This year, Edwardian Hotels London has been awarded [Superbrand status](#) for its remarkable hotels, from the stylish boutiques to luxury on the grandest scale, and chic bars and restaurants. They join the list of the UK's strongest brands creating unforgettable experiences.



The group's food and beverage offerings have also been awarded some of the industry's highest accolades. Leicester Square Kitchen, which opened in May 2017, was named in the top 10 Mexican/Peruvian restaurants in London and the best Mexican/Peruvian restaurant offering vegan and gluten free options on Trip Advisor.



Elsewhere the Scoff & Banter Tea Rooms at the Radisson Blu Edwardian Berkshire hotel have been commended by the Afternoon Tea Awards 2017 for serving a quintessentially British Afternoon Tea with sweet and savoury surprises.

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



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