



Mayfair's Streets of Style

The May Fair Hotel hosts a street style takeover with leading international photographers during London Fashion Week



London, UK – 10th February 2016. To celebrate London Fashion Week A/W 2016, The May Fair Hotel is partnering with some of the world's leading street style photographers in an exclusive Instagram takeover. Style Du Monde, The Outsider, Style & The City and The Styleograph will capture the hottest looks in between shows in one of London's most fashionable districts from 19th-23rd February and share them via the May Fair Hotel's Instagram.

The official hotel of London Fashion Week, The May Fair is situated in the fashionable Mayfair village; surrounded by designer boutiques and flagship stores on nearby Mount Street, Bruton Street and Dover Street: offering the perfect backdrop of one of London's most stylish areas to be spotted and snapped.

Keep up with the photographers on [@TheMayFairHotel](#) Instagram handle or pop down to be in with a chance to be spotted and featured over the weekend. More information on each of the photographers below:

- **Style Du Monde:** followed by celebrities such as Alexa Chung, Jessica Alba and J-Lo, as well as producing work for Vogue and the New York Times, Belgium based Style Du Monde is one of the biggest street style photography names worldwide ([@StyleDuMonde](#): 259k followers)
- **Style & The City:** New York-based self-proclaimed "humanist street style photographer", Style & the City is used to getting smiles out of the world's most famous models when they least expect it, including Cara Delevingne, Agyness Deyn and Eishia Brightwell ([@Styleandthecity](#): 44.3k followers)



THE MAY FAIR

- **The Styleograph:** A photographer and a street fashion expert that's based in Berlin but constantly on the move, The Styleograph regularly contributes to leading fashion site Who What Wear ([@TheStyleograph](#): 78.2k followers)
- **The Outsider:** New York-based photographer and go to street style photographer for Harper's Bazaar US, Diego Zuko, has been invited to put his street style photography skills to the test in the streets of London ([@TheOutsiderBlog](#): 43.7k followers)

For those wanting to try their own hand at street style photography, tag [@TheMayFairHotel](#) and use the hashtag #HotelOfFashion on your best street fashion snaps over London Fashion Week. The winner will be revealed later this month and wins a one night stay for two in one of the hotel's suites*.

The May Fair Bar has also designed a 'London Fashion Week Streets of Style' cocktail menu. Each cocktail takes inspiration from the talented British designers based in the Mayfair area. Try the tempting Mount Street with Belvedere vodka, limoncello, rose syrup and lime or for those keen to celebrate with champagne this London Fashion Week, the Dover Street includes Belvedere vodka, lavender syrup, strawberry and lemon charged with Moët & Chandon.

As the official hotel of London Fashion Week, the May Fair Hotel is offering guests 15% off best available room rates on superior or deluxe rooms, complimentary room upgrade (subject to availability) as well as Club Carlson Points, Frequent Flyer Points and complimentary high speed wifi available from 18th – 23rd February([London Fashion Week](#)) and 24-28th February ([London Fashion Weekend](#)). The London Fashion Weekend package also include 2 complimentary tickets to the London Fashion Weekend.

- ENDS -

***T&Cs apply**

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About The May Fair Hotel, London

The luxury [May Fair Hotel](#) is located in the heart of London's most stylish district, owned and operated by [Edwardian Hotels London](#). The hotel, which was opened by King George V in 1927, boasts over 400 luxury bedrooms, including 40 suites; set alongside the relaxing [May Fair Spa](#); the smart meat and seafood 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 iconic [Cigar Room](#); the recently refurbished, lively and decadent [May Fair Bar](#); the breathtaking Crystal Room; and the decadent Danziger Suite.

The May Fair Hotel has an established partnership as the official hotel partner for both London Fashion Week and the BFI London Film Festival.

For more information, visit our main hotel website at www.themayfairhotel.co.uk, and www.themayfairsuites.com to explore the suites collection. Join us on [Facebook](#), [YouTube](#) and Twitter [@TheMayFairHotel](#); our latest news can also be found at www.themayfairhotel.co.uk/blog

About Edwardian Hotels London

Edwardian Hotels London is one of the UK's largest, privately-owned companies which has been developing luxury hotel and hospitality Brands since Jasminder Singh OBE began his career within the hospitality industry in 1975 – forming the beginnings of what would subsequently become Edwardian Hotels. Today Edwardian Hotels London operates Radisson Blu Edwardian hotels, The May Fair Hotel London and a fast-growing range of distinctive restaurant, bar and spa brands. The group owns and runs restaurant concepts including the iconic [May Fair Kitchen](#); contemporary [Steak and Lobster](#) and classically British [Scoff and Banter](#).

Edwardian Hotels London is a trusted partner of Carlson Companies Inc.

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