



The May Fair Hotel opens its doors to London Fashion Week

London, UK – 11th September 2014. For the seventh consecutive year, The May Fair Hotel prepares to welcome the world's fashion elite as the Official Hotel of London Fashion Week. The established residence of designers, buyers and models throughout the event, the May Fair provides the perfect backstage to the day's business at Somerset House.

The hotel will be opening its doors to some of the most influential new faces in fashion including celebrated British sports-luxe brand Mother of Pearl. Following the brand's success in the last year, Mother of Pearl's creative director Amy Powney has been commissioned to design a window installation at the hotel on Stratton Street which will be available to view from Thursday 11th September.

A seminar will take place on September 13th led by Tank Magazine's executive fashion director Caroline Issa who recently launched her debut collection with the illustrious American department store Nordstrom. Designer Rejina Pyo will be returning to the hotel for a second year to unveil her latest elegant and subtly feminine collection on September 15th.

Guests staying at the May Fair Hotel during London Fashion Week will be able to enjoy an exclusive offer of complimentary breakfast, for any superior or deluxe room bookings from the 11th – 17th September. Guests who stay at the five star hotel during London Fashion Weekend from 18th – 21st September will also be gifted two tickets to the Vodafone London Fashion Weekend shopping event at Somerst House.

With its effortlessly chic aesthetic and to-die-for location moments from London's fashionista hotspots, The May Fair is the perfect place to be based during the collections. Enjoy the signature May Fair Mojito in the May Fair Bar or some style spotting in the May Fair Kitchen, work in one of the 11 private meeting rooms, or in your room thanks to the complimentary Wi-Fi and Samsung Smart TV entertainment systems.

For more information on the programme of events at The May Fair Hotel hotels visit www.themayfairhotel.co.uk/lfw.

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Please contact EGLMedia@edelman.com if you require further information, would like to visit the hotel during London Fashion Week.

About The May Fair Hotel

There are 5 star luxury hotels, and then there is The May Fair: an icon of expressive contemporary design, bringing together boutique attention to detail with grand hotel service. A legendary luxury hotel with a glamorous past, The May Fair was first opened by King George V in 1927 and offers over 400 luxury hotel bedrooms, including 12 of the capital's most memorable hotel suites, a discreet spa, a fine-dining restaurant and the quintessential London Casino. The spirit of surrounding Mayfair is captured beautifully, especially in our destination May Fair Bar, breathtaking Crystal Room and opulent Danziger Suite, which between them have played host to some of London's most extravagant society events.

Visit the main website at www.themayfairhotel.co.uk, and www.themayfairsuites.com for more information on the suites collection at The May Fair Hotel.

Join us on [Facebook](#), [YouTube](#) and [@TheMayFairHotel](#) on [Twitter](#). Our latest news can also be found at www.themayfairhotel.co.uk/blog

About Edwardian Group London

Edwardian Group London is one of the UK's largest, privately-owned companies which has been developing luxury hotel and hospitality premises since being founded by Jasmin Singh OBE in 1977. The company owns and operates Radisson Blu Edwardian, London hotels, The May Fair and several restaurant, bar and spa brands.

About Mother of Pearl

An avid sportswoman and fashion enthusiast, founder Maia Norman's lifestyle and surroundings have heavily influenced the brand ethos and direction of Mother of Pearl. Norman has always had a strong connection with the art world and each main line season, Mother of Pearl works with an acclaimed artist. Previous collaborators include Polly Morgan, Francesco Simeti, Gary Hume, Fred Tomaselli, Fiona Banner, Keith Tyson, Jim Lambie, Matt Collishaw and Carsten Holler.

Since starting as Creative Director in 2010, Amy Powney has streamlined the Mother of Pearl aesthetic using the artists' work as first hand research and utilising them to feature cleverly as prints within the



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collection. Powney ensures that the collection's colour-way sits perfectly with the selected artworks and that the silhouettes and detailing stay true to the sports luxe aesthetic with which the Mother of Pearl label is synonymous.

Fusing their signature sportswear inspired aesthetic with luxury fabrics, Mother of Pearl's coveted pieces have gained a global cult following. Expanding beyond each season's collection, Mother of Pearl have also produced one off special collaborations with the likes of Polly Morgan, SHOWstudio, Garage Magazine, John Currin, Harrods and Other Criteria.