



**DESIGNER OSMAN CREATES AN EXCLUSIVE DESIGN FOR THE MAY FAIR WINDOW DISPLAY
AND FOUR EXCLUSIVE COCKTAILS AT THE MAY FAIR BAR TO CELEBRATE ITS 11TH YEAR
SUPPORTING LONDON FASHION WEEK**



12th September 2019, LONDON – To mark The May Fair, A Radisson Collection Hotel’s eleventh anniversary as The Official Hotel of London Fashion Week, renowned fashion designer and The May Fair Hotel’s Designer in Residence, OSMAN has curated a bespoke window installation which will be visible from today until 22nd September 2019. [Images of the designs can be found here.](#)

British-born designer Osman Yousefzada has forged a niche in luxury womenswear - known for his intricate detailing – and has garnered numerous awards since launching his brand in 2008. Coming from a family of artisans, his background has given him a solid grounding in both technique and aesthetics, and his history of exemplary cutting has framed his work both in the office and on the red carpet. His clothes have appeared on such stars as 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 depicting his theme this year: a conceptual take on insomnia and how to reverse its effects. The display will come to life at night, with a projected moving image of the heated oil inside a lava lamp transporting onlookers to a serene, meditative space, reflecting the relaxation of a hotel stay. This background will be perfectly complimented by Osman’s exclusive new piece: an iconic ostrich-feathered, tulle dress, floating in the space on a revolving platform.

Having unveiled the windows to the public on 11th September, the relationship will extend throughout the year with OSMAN designing various elements exclusively for the hotel for guests to experience, including limited edition guest pyjamas in celebration of Christmas and distinct key cards with a brightly coloured and distinctive OSMAN design.

To celebrate the launch of the partnership and the return of London Fashion Week, May Fair Bar will be showcasing an exclusive selection of original cocktails inspired by Osman's show-stopping collection. Designed to replicate some of his most famed pieces, The OSMAN Collection cocktails will be available at £14 each from Monday 9th to Saturday 21st September. The four cocktails will showcase the designer's love for vibrant colours with the striking collection spanning the breadth of the rainbow:

Indian Pink

Malfy Rosa gin, Kwai Feh, Nizawa sake & raspberry citrus syrup

Japanese Mist

Express 1908 Indigo gin, Kwai Feh, elderflower, violette, lemon & cranberry

Smokey Wood

Hakushu whisky, Barolo Chinato, Procrastination liqueur, Evangelista Ratafia & applewood smoke

Turquoise Dream

Finlandia grapefruit vodka, RinQuinQuin, Hystérie liqueur, Noilly Prat & sweet violet

Pictured from left to right



The cocktails sit perfectly alongside May Fair Kitchen's much-loved À La Carte menu which sees an extensive selection of Spanish and Italian small plates take centre stage. Designed especially for sharing, the dishes are perfect for group dining before or after shows.

Osman Yousefzada, Designer said: *"It's an honour to design the windows of The May Fair Hotel, the Official Hotel of London Fashion Week. This year I wanted to evoke feelings of relaxation and connect*

to the comfort the hotel provides its guests to send them off to sleep. The cloudlike quality of Tulle, and the light and floating Ostrich features made this the perfect design to showcase in its window. This design is signature of my new season collection to be featured this year at London Fashion Week. I love the freedom of being able to experiment and this particular opportunity has allowed me to express my style in a conveying and eye-catching way; 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 mark yet another fashion week with exclusive designs from OSMAN. We have loved having OSMAN as our Designer in Residence and look forward to guests' reactions to his latest creations, especially the interactive window displays. This offers 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 the hotel."*

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 The May Fair Hotel packages* on offer [here](#), including 10% off the best available rates, along with an exquisite complimentary cocktail from the OSMAN collection

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Please contact EHLMedia@edelman.com if you require further information.

About The May Fair, A Radisson Collection Hotel

The luxury May Fair Hotel is in the heart of London's most stylish district. The hotel, which was inspected by King George V in 1927, boasts more than 400 luxury bedrooms, including 37 suites; set alongside the relaxing May Fair Spa; the chic, Spanish and Italian small plates 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 May Fair Terrace and Private Dining Room; The May Fair Bar offering an array of signature bespoke cocktails; the breath-taking 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.

For reservations and more information, visit www.themayfairhotel.co.uk/

LinkedIn: <https://www.linkedin.com/company/the-may-fair-hotel/>

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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 Osamn in Fitzrovia in 2018, in a historic Georgian townhouse, 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 extraordinarily conservative and religious milieu, the son of Afghan and Pakistani parents, in Birmingham. From fashion stints at Central St Martins in London to an MPhil at Cambridge University, he has had a rix mix of theology, ritual and contemporary art as well as crossing of continental and cultural borders for inspiration.

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.