

Elle
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THE MAY FAIR HOTEL

THE MAY FAIR SPA

THE LOOK
This 1920s hotel has the look and feel of a boutique venture, despite having 406 rooms and suites. And it's the 12 suites that put it on the celebrity radar, ranging from the fabulous Schiaparelli with its arty use of vibrant pink (Paris Hilton's favourite, of course) and the stunning Penthouse, with its open fire and 100ft roof terrace with skyline views, which hosts many a Louboutin-heeled gathering in fashion week. Sicilian marble bathrooms, Bang & Olufsen TVs and iPod docks come as standard.

THE FOOD
Both The May Fair Bar and Amba Bar & Grill have a best-of-British produce policy, with the former more about nibbles with cocktails and Amba better for serious eats. Both do pre-theatre and lunch menus from £17.50.

THE SPA
An oasis in bustling W1, The May Fair Spa does wonderful hot-stone massages and Moroccan steam treatments, as well as microdermabrasion and Dr Murad facials. Hotel guests get half-price day passes (£15).

HOT HOTEL

THE MAY FAIR HOTEL, LONDON

It's London FASHION Week's official hotel – what more reason do you NEED?

AZURE SUITE

THE VIBE
Awarded a coveted Cool Brand status at the end of 2010, The May Fair has been busy establishing itself as a serious fashion and A-list haunt. It is the official hotel for LFW, the BF's partner for the London Film Festival,

and also hosts the Moba Awards nomination launch. It has a high-profile fan base including Lady Gaga, Lindsay Lohan and Matt Damon. Its credentials were assured in 2008 when Kate Moss partied in the Penthouse.

GETTING THERE
The May Fair Hotel, Stratton Street, London W1. Enq (020) 7769 4041; themayfairhotel.co.uk. Doubles from around £200, room only. For more information, see visitlondon.com

THE FAIR

HANDY FOR...
All things central: high-end shopping in Bond Street, upscale dining in nearby Nobu Berkeley (noburestaurants.com) and The Wolseley (thewolseley.com), not to mention hip bars a-plenty. For culture, the Royal Academy of Arts (royalacademy.org.uk) and Theatreland are just a five-minute and 10-minute walk respectively, and Green Park or Hyde Park are on hand for beautiful bracing walks.

SCHIAPARELLI SUITE

THE MAY FAIR

Radisson
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