



THE MAY FAIR
HOTEL

ICONIC FASHION DESIGNER ROLAND MOURET UNVEILS EXCLUSIVE 'THE LOOK OF LOVE' AT THE MAY FAIR HOTEL

*Roland Mouret declares his love for London on hotel's windows, launching a series of exclusive
London Fashion Week events and offers*



London, UK – 16 FEBRUARY 2017. As Official Hotel of London Fashion Week, The May Fair Hotel continues its series of window collaborations by partnering with esteemed designer, Roland Mouret this month. Marking his return to London Fashion Week and celebrating his 20th anniversary as a designer, Roland Mouret's window design, 'The Look of Love' is his declaration of love to the city where his career began. It will be on display at The May Fair Hotel from 13th - 27th February 2017.

Having shown in Paris for the past 10 years, the brand returns to London in February 2017 to showcase its Autumn/Winter 2017 collection in the fashion capital, where it all began. The show will highlight the beginning of a year-long celebration and Mouret's incredible journey over the last two decades. Launching the London Fashion Week celebrations at The May Fair Hotel, the design 'The Look of Love' encapsulates the theme of Roland Mouret's upcoming London showcase on the 19th February.

Roland Mouret said *"I love that London is my creative home and over half my manufacturing base is in Britain – I wouldn't be able to do what I do anywhere else other than London. London is my home, it's*



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where my brand has its heart and I'm excited to celebrate such an important milestone here. There is no better place to start the celebrations than at The May Fair Hotel, Official Hotel of London Fashion Week and an iconic establishment with fashion at its core."

Inderneel Singh, Managing Director, The May Fair Hotel, says: *"London Fashion Week is one of our city's biggest moments of the year and an event The May Fair Hotel has long been synonymous with. We feel incredibly privileged to be working with Roland Mouret during such a momentous year for him and we are excited to be able to offer our guests and passers-by a window into his much-anticipated showcase."*

The collaboration is not the only way you can celebrate London Fashion Week at The May Fair Hotel this year. The hotel is also running a series of other exclusive events and special offers for guests.

The **May Fair Bar** will be serving 'The Love Collection', a limited-edition cocktail menu inspired by 'The Look of Love' and specially created by the May Fair Bar's team of professional mixologists. Available from the 17th -28th February, cocktails include, *Love*, Pisco Aba, lemon juice, fresh basil, egg white and hibiscus tea topped with soda, *Passion*, Olmeca Blanca tequila infused with orange, Cointreau, strawberry shrub and spiced honey syrup, *Adore*, Jameson, Black Sambuca, elderflower cordial, egg white and lemon juice and *Desire*, Gin Mare, beetroot and carrot juice, with our mary mix and thyme syrup.

Meanwhile **May Fair Kitchen** will be offering a menu of deliciously healthy vegan soups and salads for the fashion crowd looking for a nutritious meal between shows. Vegan soups include an artichoke and fennel soup, with roasted spring onions and pine nuts and an almond, onion and saffron soup with roasted tofu. Salads include a rocket and pear salad with cured tofu and apple vinegar dressing, a vegetable cous-cous with grilled fresh corn and berry pesto and a pomelo and avocado salad with shallot dressing. All available from the 17th -28th February.

Bespoke Roland Mouret **key cards** will be available to all guests staying at the hotel during London Fashion Week as a keepsake.



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The luxurious May Fair Hotel is in the heart of Mayfair, London's most stylish district and is owned and managed by Edwardian Hotels London.

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For media requests please contact EHLMedia@edelman.com

About Roland Mouret:

For almost twenty years, Mouret has created the most coveted of womenswear collections, defining the era of the iconic dress. His dexterity has earned him the title 'Master of the Silhouette', with each of his designs encapsulating an intuitive understanding of the female form.

Roland Mouret operates a wholesale network spanning over 38 countries and almost 200 doors worldwide, with retail flagships on London's Mount Street and New York's Madison Ave, as well as a franchise in Dubai Mall, UAE. The brand's website relaunched in 2014 and has experienced exponential triple digit percentage growth over the last two years and is expected to become the brand's largest retail door by the end of 2017.

For more information, please visit www.rolandmouret.com

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 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 breath-taking Crystal Room; and the decadent Danziger Suite.



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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 owning, 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 eleven 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](#), and is currently engaged in a major development in Leicester Square incorporating a luxury lifestyle hotel, restaurants, bars, spa and cinemas.

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

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