



Nicholas Kirkwood joins The May Fair to kick-off London Fashion Week

London, UK – 12th September 2013. For the sixth 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.

Today, British luxury shoe designer Nicholas Kirkwood made the short journey from his flagship store on Mount Street to unveil a specially-commissioned design in the windows of the five star hotel. Following in the footsteps of Manolo Blahnik and Holly Fulton, Kirkwood has taken over the official London Fashion Week hotel's windows on Stratton Street to celebrate his British Fashion Council/ British Vogue Designer Fund win. The metallic design reflects [his signature chevron pattern that is the official creative for London Fashion Week SS14.](#)





Images can be downloaded here: <https://edelmanftp.box.com/s/k5jwahhyve0wt513v33>

Nicholas Kirkwood says, “I am excited to partner with The May Fair and the British Fashion Council for London Fashion Week and can’t wait for guests, including international press and buyers, to see the signature chevron print applied to The May Fair’s windows.”

In the heart of one of London’s most enviable addresses, The May Fair boasts its own programme of industry events and parties across the week. Highlights include visionary designer Corrie Nielsen’s Spring/Summer 2014 show. She returns to London Fashion Week with a collection inspired by Chinese cinema and traditional dress. A popular fixture on the schedule since winning Fashion Fringe, her show - *The Forbidden Liaisons* – will be hosted in The May Fair’s DanZiger Suite on 13th September at 12.30pm.

Even the menu in The May Fair Bar gets a London Fashion Week makeover, with special dishes and cocktails catering for the supermodels who make the hotel their home for the five day event. Supermodel favourites include the oriental crab mussel broth with grilled crab claw to start, followed by the grilled salmon, toasted sunflower seed and fennel salad. The Supermodel menu includes a May Fair Mojito and costs £25 per person.

Anthony Lee, General Manager of The May Fair, says, “*The May Fair’s gearing up for another busy September. The energy throughout the hotel is always palpable as the fashion glitterati descend upon us for London Fashion Week. Last year, one designer described it to me as a secret fashion village, where you’ll always bump into a familiar face at every turn. This season will be no different, and we look forward to giving the industry the unprecedented party and after-party care we’ve become synonymous with.*”

Boasting [an unrivalled collection](#) of London’s most stylish suites, bars, restaurants and meeting spaces, The May Fair is the perfect venue for business and pleasure throughout the week. Sample the fine dining in the hotel’s Quince restaurant; and relax and revive with a signature treatment at The May Fair Spa.

Visit www.themayfairhotel.co.uk/lfw for more information.

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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

Leisure Package

For stays between 18th and 22nd September 2013, there is a Leisure Package, which includes:

- 10% off our Best Available Rate for superior or deluxe rooms
- 2 tickets to London Fashion Weekend at Somerset House
- 2 tickets to Club to Catwalk exhibition at the Victoria & Albert Museum
- 25% off full English breakfast
- 25% off lunch at Quince Restaurant (no beverages)
- Up to 25% off Spa treatments at the May Fair Spa
- Frequent Flyers or Club Carlson Gold Points®
- Complimentary 100MB high speed Wi-Fi throughout the hotel

For more information, please visit <http://www.themayfairhotel.co.uk/london-fashion-weekend>