



## THE MOST GLAMOROUS SUITE IN LONDON The Goring's Royal Suite is unveiled

*(May 2011):* London's newest and most glamorous Royal Suite has just been officially unveiled at The Goring hotel. This two bedroom, two reception room suite has now raised the bar in the capital.

Jeremy Goring commissioned the suite in 2010 to mark the centenary of his family's hotel that year. When The Goring first opened it certainly had all the latest mod cons, with central heating and bathrooms in every room – a world first. However, not until today has it boasted a truly royal suite. Russell Sage, who has been working with the hotel since 2009, was tasked by Jeremy to design a truly glamorous set of rooms which would feel like a London apartment for its occupants. No stark minimalistic look here.

“When Russell designed our silk rooms over the past few years he managed to fill them with character and an amazingly English quality. “They are built to last and just oozing glamour” explains Jeremy Goring. “They were absolutely brilliant and immediately became the most popular rooms with our clients. So when it came to the Royal Suite we felt Russell perfectly expressed the true style of The Goring.”

One of the most unusual features of the suite is the new balcony which runs the entire length of the top floor of the Belgravia hotel. Large French windows in each of the rooms open up onto this magical space with its romantic views over The Goring's private garden and the London rooftops beyond. Sunset is a moment not to be missed!

The main objective Russell had was to create a space that actually felt homely whilst being bathed in glamour. In order to achieve this he commissioned a number of silks to be rewoven by The Gainsborough Silk Company (the great English silk maker in Suffolk). These include two powder blue silks, a gentle champagne pink, a rich red stripe and a dusky green silk originally woven in 1910 for the First Class Dining Room of the Titanic. The fabrics are opulent, yet they cosset the guest in an amazingly comforting manner.

The other major strand of the design strategy was to fill the space with a truly unique collection of antiques gathered from around Britain. In the Dining Room a magnificent array of Georgian decanters and engraved glasses sit either side of the large campaign style desk. Beautiful wooden tea caddies are to be found in all the rooms as well as a number of antique books, clocks, silver and prints. In the Drawing Room itself a set of 19th century green Nailsea Glass paperweights are displayed in two magnificent campaign style cabinets especially commissioned for this space. A shower big enough for six, features a near life size portrait of Queen Victoria.

Throughout the suite there are wonderfully intricate inlays in wardrobe doors, side tables and bedheads. Also the Master bedroom features an antique four poster bed originally found in one of the great houses of England.

As Jeremy Goring says:

"The Royal Suite is the icing on the cake within the collection of new rooms here at The Goring. It's what we are all about. It's very glamorous, it recognises our past, but it is also very much of our own time. I am sure our guests will find it comfortable, fresh and beautiful, ten years from now."

The following services and amenities are available to all guests staying in The Royal Suite:

Complimentary London Airport pick-up to the hotel \* In-suite check in \* Complimentary high speed WiFi access \* Complimentary access to in room movies and music \* Individual Bang & Olufsen systems \* iPod docking stations \* Individually controlled air-conditioning \* Multi line telephones \* Private decanter bar \* A selection of cold beverages in the fridge \* Nespresso coffee machine \* Exclusive bathroom goodies \* Personalised bathrobe and slippers \* Personalised stationery \* Dual voltage power supply \* In-room safe \* 24 hour room service \* 24 hour laundry and valet service \* Daily Suite sweets personally created by our Pastry Chef \* Daily international newspapers of choice \* Fresh flowers \* Fresh Fruit \* Handmade chocolates

The Royal Suite is priced at £5,000 per night excluding VAT

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## **NOTES TO EDITORS**

**About The Goring:** The Goring was opened by Otto Goring in 1910, and it is now the only hotel in London that is still owned and run by the family that built it. The 69-room gem in the heart of Belgravia is famous for its superbly cooked British food and its uniquely personable English style of service. The interiors have been constantly refreshed and updated by some of the country's finest designers.

The Goring's service and staff have garnered an impressive roster of awards. Most recently The Goring was named Hotel of the Year 2010 by the leading luxury travel network, Virtuoso®, in its "Best of the Best" awards. The winner is chosen for standards of service set, thereby recognizing The Goring as one of the world's finest hotels. Also in 2010, Travel & Leisure magazine (USA) voted The Goring the No 1 hotel in Europe in its World's Best Service awards, praising its "English charm" - and The Dining Room at The Goring was named as 'Consistently Excellent' at the 2010 Tatler Restaurant Awards.

But above all, The Goring reflects one family's passion for quality - whose members have prided themselves on providing comfort, good food and drink and the most attentive service for over a hundred years.

**About Russell Sage:** recent work includes the new Savoy Grill, the new restaurant at the Royal Shakespeare Company in Stratford-upon-Avon, The Zetter Townhouse and York & Albany with Chef Angela Hartnett. Russell was also responsible for the fashionably opulent interiors at the House of Saint Barnabas in Soho when the charity's Grade 1 listed Georgian HQ was transformed into a pop-up members' club for Quintessentially in 2009.