

# THE ICONIC

SPRING/SUMMER 2022

*onic*

## DECADE OF DECADENCE

Ten years of the totally  
Iconic Cliveden

## ROYAL ROOMS

Palatial properties  
to explore

*Celebrate*

# REIGN OR SHINE

Celebrating Her Majesty The Queen's Platinum Jubilee & Iconic Anniversaries



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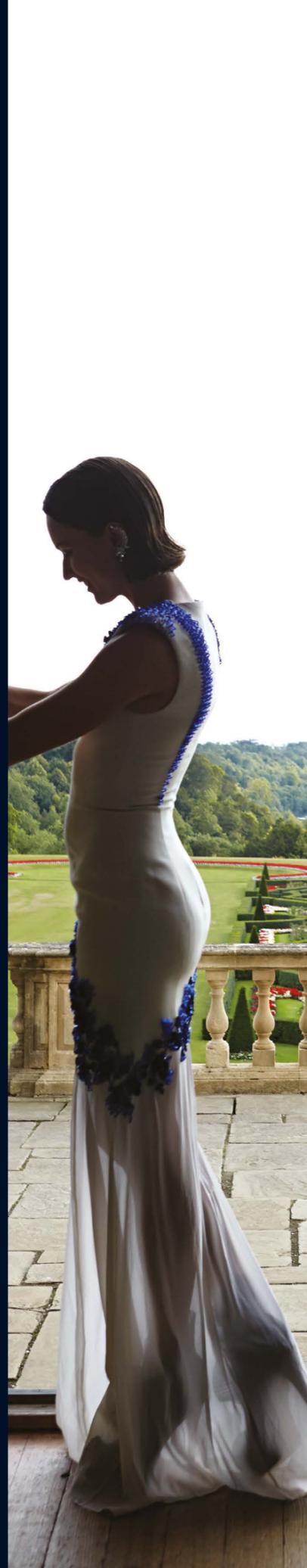
With 5000 acres of royal parkland in the heart of London, get off the beaten track in the city

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Treat someone special to an experience to remember



## ICONIC Recommends

In the spirit of blissful relaxation (one of the things that Iconic does best), we have partnered with OTO to ensure an even better night's sleep for our guests. The OTO sleep package includes:

The world's first CBD (Cannabidiol) pillow mist, containing 20% CBD and a unique blend of relaxing botanicals, promoting immediate relaxation and supporting sleep throughout the night.

A mini pulse point roll-on, combining 20% pure OTO CBD with soothing Chamomile, relaxing Lavender and calming Cajeput essential oils, to help you wind down and forget the stresses of the day before bed.

A mini CBD eight-hour sleep mask infused with pure OTO CBD, nourishing Baobab Oil and Vitamins A, C, D and E to rejuvenate and restore the skin as you slumber.

Indulge yourself and add the OTO sleep package to your stay when booking online, or through the reservations or reception teams, ensuring a super relaxing night's sleep.

Thanks for chipping in



### A PORTION WITH PROMISE

Purchase a portion of Invisible Chips at any of the Iconic Luxury Hotels, and you'll be helping to support people working in hospitality who have fallen on hard times. As one of our chosen charities, Hospitality Action's superb campaign raises significant funds for the industry, assisting those who need it most.

From skinny fries to triple-cooked, we promise this side is 0% fat, yet 100% for charity.

To contribute towards this incredible campaign, simply purchase a portion today via [invisiblechips.org.uk](https://invisiblechips.org.uk) or add to your bill when dining with us. To find out more about the campaign, please visit the website or speak to a member of the team today.

[invisiblechips.org.uk](https://invisiblechips.org.uk)

## A LETTER FROM THE EXECUTIVE DIRECTOR



Dear Friends

Although we cannot trump our Queens' incredible 70 years on the throne, we too are celebrating a few significant milestones in 2022.

It is almost 10 years since we acquired a rather neglected and despondent Cliveden House, which after a lot of care, attention and investment is now a hotel and spa clearly fit once again for royal visitors. Our Treehouses celebrate their 10th anniversary this summer; never could we have imagined how these unique suites, built on stilts, and surrounded by nature, would succeed in capturing the imagination of our guests.

Our newest family member, The Mayfair Townhouse, has just celebrated her first successful year and it is 12 months since we opened the swish new apartments at 11 Cadogan Gardens. At the grand old age of 650, The Lygon Arms is clearly far too senior to be counting birthdays, nevertheless it deserves a mention!

For me personally, I arrived at Chewton Glen 25 years ago and except for a mere 2 years, have been here ever since. I am incredibly proud of our five unique properties, and more importantly, the 900-strong team that makes them brilliant.

So, as we raise a toast to Her Majesty the Queen this June, we will be clinking glasses all over the estate, amongst the Iconic Family and with you, our ever-loyal guests...

Best wishes

Andrew Stemberge

# Joyous JUBILEE



**This year we will be proudly honouring the Queen's Platinum Jubilee in our own inimitable Iconic style. To celebrate Her Majesty's 70th anniversary on the throne, our Head Chefs have produced a plethora of offerings fit for a Queen, and we invite you to eat, drink, and be merry with us...**

## Chewton Glen

Toast Her Majesty with a delectably delicious HRH Bellini cocktail, consisting of homemade pear juice, Boulard Calvados Pays d'Auge, a dash of Chocolate Bitters, Laurent-Perrier Champagne, and decorated with a platinum leaf. Or go al fresco and hold your own royal garden party in the stunning grounds, with Chewton Glen's commemorative Picnic Royale. Savour heavenly delights such as chilled greenhouse tomato soup, smoked salmon & horseradish finger sandwiches, and dressed crab, pink grapefruit and caviar. For the sweet-toothed, there's also a luscious selection of desserts. Pair it with a bottle of Laurent-Perrier Grand Siècle and wholeheartedly embrace the celebratory cheer!



## 11 Cadogan Gardens

At the heart of the Royal Borough of Kensington and Chelsea, you will be spoilt for choice with a celebratory Afternoon Tea, Jubilee Picnic and Platinum cocktail - or be decidedly decadent and try all three - spectacularly Chelsea in every way! Take a short walk and enjoy your picnic in one of the nearby Royal Parks, such as Hyde Park, Kensington Gardens or Battersea Park for a truly memorable experience. Spoil yourself with a stylish stay in our Sovereign Suites - from £525 per night, based on double occupancy, the package includes: breakfast for two guests; Jubilee cocktails on arrival; Jubilee Afternoon Tea for two guests; and a complimentary upgrade to the next available suite category, subject to availability at time of check-in. You can book this fabulous offer from the 21st February, for stays between 27th May and 30th June.



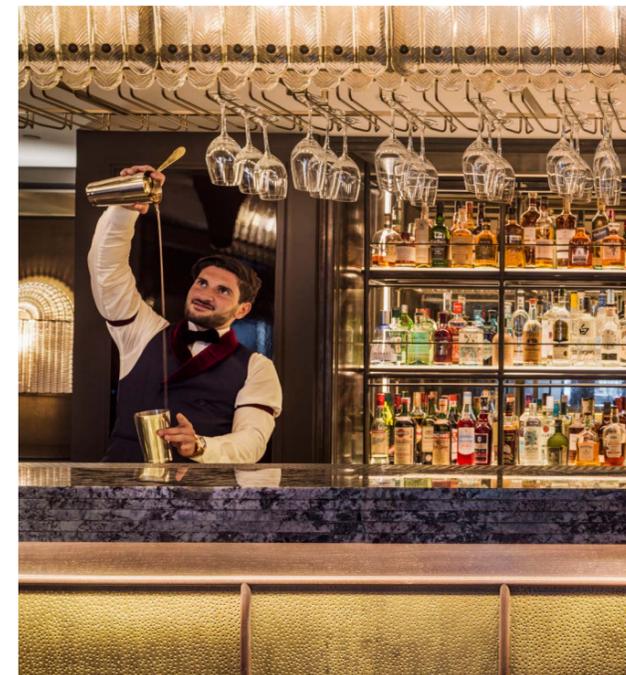
## Cliveden House

In keeping with Cliveden House's decadent spirit, Executive Chef Chris Hannon has created an elegantly opulent Platinum Afternoon Tea, where a traditional favourite from each country within the UK is given a contemporary twist: indulge in Welsh Rarebit, Irish Tatty scones, Coronation Chicken, and Smoked Haddock Tart, but with a chic difference. The sweet selection is also given the same enchanting transformation - bite-size pastries and delicacies, including Queen Elizabeth's favourite chocolate biscuit cake, each presented in beautifully jewel-like forms, alongside gloriously traditional freshly baked scones with clotted cream and homemade strawberry jam. Add a glass of Laurent-Perrier Champagne to make your Afternoon Tea experience truly sparkle! You can also partake in a platinum-worthy picnic version, perfect for sampling whilst surrounded by the stunning National Trust gardens - wander down to Spring Cottage where Queen Victoria took tea with the Astors or enjoy on a private boat trip on the Thames.



## The Lygon Arms

The Lygon Arms' Jubilee Afternoon Tea is full of mouth-watering morsels known to be close to the Queen's heart, such as smoked salmon and watercress sandwiches - presented, as one would expect, with the corners cut off; not simply to be aesthetically pleasing, but also to acknowledge a superstition passed down through royal generations. As noted by Graham Newbould who worked for Queen Elizabeth and Prince Charles for six years: "The royals never have square sandwiches because tradition has it that anyone presenting them with pointed-edged food is trying to overthrow the throne of England". In addition to erring on the side of Royal superstition, The Lygon Arms will also encourage you to follow the Queen's treasured Cornish tradition when taking afternoon tea: jam first, clotted cream second. Unwind in The Lygon Bar afterwards with HRH's favourite Dubonnet cocktail, made to her recipe of choice: two parts Dubonnet to one part gin, stirred and strained, decorated with one lemon wedge and served with one or two ice cubes.



## The Mayfair Townhouse

The Mayfair Townhouse's expert mixologist, Nico, has created a fabulous Jubilee cocktail fit for a Queen. According to HRH's Head Butler, her favourite teas are Assam and Earl Gray, and we know she enjoys a Dubonnet cocktail. A fusion of the two, Nico mixes Earl Grey-infused London Dry Gin, Bergamotto Liqueur, Dubonnet, and finishes with Prosecco to create a refreshing summer spritz. The Mayfair Townhouse will also be serving their own unique interpretation of an alcohol-free Tom Collins: mixing Seedlip Grove, honey and rosemary syrup, fresh lemon juice and soda water; a refreshing and sparkly summery aperitif for those who prefer the straight edge. Whatever your proclivity, The Mayfair Townhouse has a tippie to suit all tastes!

The Mayfair Townhouse is providing further royal revelry, with the fabulous Platinum Jubilee Package. Book for a minimum of 2 nights between 1st May - 30th June 2022 (from £469.00), and your stay will include: Platinum Jubilee-themed in-room amenities, a welcome Jubilee cocktail in The Dandy Bar, a complimentary souvenir, a delicious Dandy breakfast and an optional excursion to Windsor Castle & Hampton Court (at a supplement and subject to availability). If you'd prefer more room to unwind, book one of The Townhouse's exceptional suites from £629.

# The Dandy Fox



# MISSING

Let your little fox pups turn sleuth when you visit The Mayfair Townhouse and investigate the mysterious disappearance of The Townhouse's beloved mascot, the Dandy Fox.

The whole family follow clues that will have them hot on his trail, criss-crossing the local London streets, discovering his favourite fox hang outs and preferred places to lounge in London.

Book your Easter family break today at [www.themayfairtownhouse.com](http://www.themayfairtownhouse.com)

Provided with numbered envelopes each of which contains a clue, your children can open them when they are instructed to do so. Each clue poses a question, the answer to which will be a number. The children keep track of the answers on a sheet provided, and at the end of the trail, the clues will reveal a secret code that will unveil the elusive Dandy Fox's final location, and a prize for the Dandy detectives!



## ICONIC CHEF PROFILE:

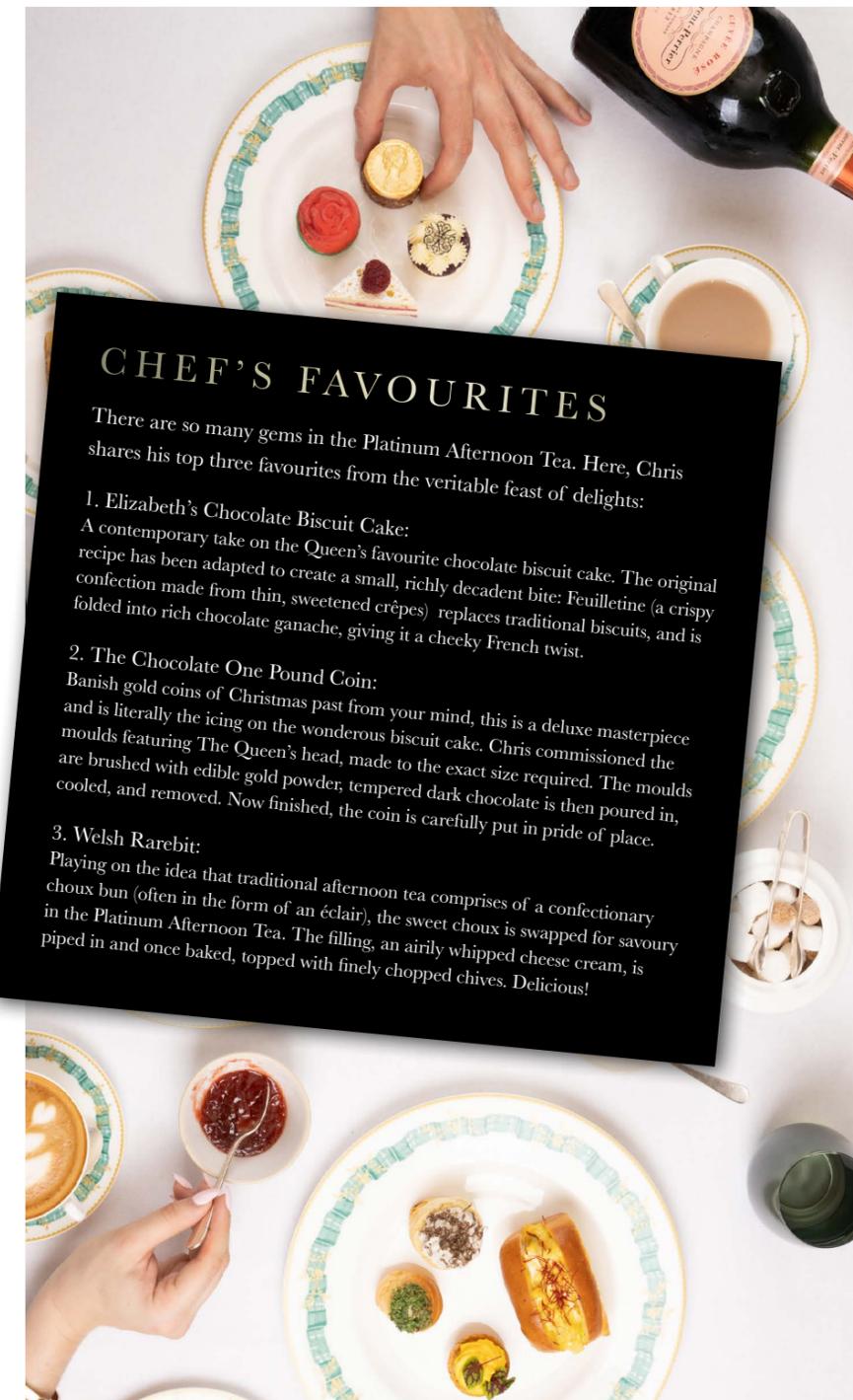
# CHRIS HANNON

Executive Chef Chris Hannon has created a beautifully exquisite Platinum Afternoon Tea for the Cliveden Dining Room, honouring the 70th anniversary of the Queen's accession.

Chris' career to date is impressive, having spent much of his formative training immersed in traditional French cuisine working across Europe, adopting the philosophies of cooking with seasonal produce, and using more than just the popular cuts of meat. He returned to the UK to work under Jean-Philippe Blondet, in the three Michelin starred Alain Ducasse at The Dorchester, then took the helm as Head Chef at Aqua Shard, the tallest building in western Europe.

Storytelling is key to Chris' creations: This dedication to tradition and narrative shows in the beautifully thought-out Platinum Afternoon Tea. Each of the savoury treats nod to a different corner of the UK. The stand-out sweet treat is the jewel-like red English rose, which is a delicate lemon mousse on a verbena biscuit base. Frozen in their moulds, the roses are then covered with red velvet-coloured cocoa butter - the frozen mousse has a magical effect on the cocoa butter, resulting in a delicately luxe jewel-encrusted appearance.

“*For me, some of the best meals I've ever had has been great food with a story, and emotion – it's all about the heritage, and what's behind it.*”



### CHEF'S FAVOURITES

There are so many gems in the Platinum Afternoon Tea. Here, Chris shares his top three favourites from the veritable feast of delights:

1. Elizabeth's Chocolate Biscuit Cake:

A contemporary take on the Queen's favourite chocolate biscuit cake. The original recipe has been adapted to create a small, richly decadent bite: Feuilletine (a crispy confection made from thin, sweetened crêpes) replaces traditional biscuits, and is folded into rich chocolate ganache, giving it a cheeky French twist.

2. The Chocolate One Pound Coin:

Banish gold coins of Christmas past from your mind, this is a deluxe masterpiece and is literally the icing on the wondrous biscuit cake. Chris commissioned the moulds featuring The Queen's head, made to the exact size required. The moulds are brushed with edible gold powder, tempered dark chocolate is then poured in, cooled, and removed. Now finished, the coin is carefully put in pride of place.

3. Welsh Rarebit:

Playing on the idea that traditional afternoon tea comprises of a confectionary choux bun (often in the form of an éclair), the sweet choux is swapped for savoury in the Platinum Afternoon Tea. The filling, an airily whipped cheese cream, is piped in and once baked, topped with finely chopped chives. Delicious!

Elsewhere on the menu, you'll find contemporary slants on dishes that were en vogue back in 1952. Queen of Puddings featured on many menus for the Coronation - a similar dish to trifle, Chris has adapted the concept to making it lighter, using white chocolate custard, topped with a tart berry compote, and finished with a delicately crumbled meringue topping.

**The Cliveden House Platinum Afternoon Tea is sure to surprise and delight in every way imaginable. To treat yourself or someone special to this experience, book today at [www.clivedenhouse.co.uk/dine-with-us/afternoon-tea/](http://www.clivedenhouse.co.uk/dine-with-us/afternoon-tea/)**

# ONE DANDY YEAR



at The Mayfair Townhouse

Few hoteliers would have taken the bold step of opening a brand-new property in 2020, but that's exactly what Iconic Luxury Hotels (ILH) did. While the pandemic was in full swing and others in hospitality were cautiously holding their breath and placing projects on hold, ILH were upping the pace and preparing for the opening of The Mayfair Townhouse – a tenacious step indeed given the climate, but one that rings true to the dauntless, intrepid, and remarkable character of The Townhouse itself.

On the 1st December 2020, the doors opened and then had to close almost immediately thanks to lockdown. Despite this, The Mayfair Townhouse's first year has been a resounding success. Unique, debonair, and charismatic, guests should expect the unexpected; its Dandy decadence, jewel-like coloured rooms on The Lower Ground and finely curated art collection sets it apart from any other Mayfair property, as does the complimentary minibar, stocked with delicious Dandy candy sourced from local artisan suppliers. There's also the darkly seductive The Dandy Bar, where guests can savour a signature cocktail whilst soaking up the uniquely intriguing atmosphere.

Being only a year old also comes with contemporary perks: Chromecast technology TVs are in every room; guests can also download the Iconic app to check in, out, and request whatever their hearts desire at the mere touch of a button. Not to mention the location in the heart of Mayfair means that The Townhouse is the perfect base to explore the city, whether your proclivities include shopping, culture, or sampling the cornucopia of fabulous restaurants London has to offer (200 of which are in Mayfair itself, so plenty to choose from). Equally, for those who prefer to unwind in peace, The Townhouse's delicious menu can be enjoyed in the privacy of your room or in the atmospheric The Dandy Bar, where the most delectable aperitifs, cocktails and nightcaps tempt and tantalise.

Standing apart from the crowd is inherently in The Townhouse's nature, and it proudly does, rightly so. Within its first year, The Mayfair



Townhouse won The Sunday Times Best Places to Stay in London - AA 5\* 'Town House Hotel' status and was featured in the Condé Nast Traveller 2021 Hot List - The Best New Hotels in World (it was the only property to be featured in London). High praise indeed. With so much achieved in the last year alone, it's definitely a case of watch this space for more exceptional accomplishments from Iconic's rising star.

# Team CHARTER



I am incredibly proud of our five unique properties, and more importantly the 900-strong team that makes them brilliant

- Andrew Stembridge, Executive Director



Visit any of the Iconic Luxury Hotels and you will feel a strong family ethos amongst the staff - prioritising people has always been at the heart of what Iconic does best, and this commitment and dedication applies as much to our team members as to our guests - so much so that The Iconic Team Charter has now been established. Anita Bower, Head of People and Culture at ILH notes, "whilst business has been traditionally led by the head, the Team Charter comes very much from the heart". In the light of the recent pandemic, she explains, "it's understandable that people want to feel safe and secure, not only in their careers but especially in their emotional well-being. Iconic have recognised this and are committed to ensuring that team members feel a deep-seated sense of support and belonging, feel energised by our purpose and vision, and are proud to be part of the Iconic family."

"Our aim is to ensure team members feel valued and know that we care" says Anita. Focusing on staff and ensuring that every team member feels encouraged to believe in themselves is central; being passionate about their field of expertise, whilst being supported by managers who recognise, identify and champion their team members' career paths also takes precedence. Overall, the Team Charter is about people feeling not just supported by their manager and the organisation both personally and professionally, but most of all, respected, encouraged and celebrated in their achievements by colleagues and leaders alike. As the Iconic purpose is 'to make every guest want to return, and for every team member to want to stay', the Team Charter essentially recognises that the talented team are Iconic's most valuable strength.



# Royal ROOMS

Recent years have seen exploring the UK top the travel charts for the British - guests now wish to discover, explore and enjoy the surrounding area in which they are staying; we have therefore introduced the Iconic Road Trip in response to this (see page 20). To commemorate the Jubilee, why not visit a fabulous royal property, or add one or all into your tailored Iconic Road Trip itinerary? There is a wealth of choice near our properties, and each has their own royal connections, too.

The Lygon Arms has seen its fair share of royalty through the years; Charles I met with his supporters at 'The White Hart Inn' (the former name of The Lygon Arms), giving his name to the impressive King Charles I Suite. King Edward VII motored to the property in 1905, followed by the playboy Prince of Wales, and future Edward VIII in 1913.

The home of Prince Charles and The Duchess of Cornwall is local to Lygon - if you have an appreciation for beautiful blooms, Highgrove's breath-taking gardens are a must. Open between April and October, choose from garden, champagne tea, or private garden tours. All tours take place on weekdays, are limited in number, so must be booked in advance - go to [www.highgrovegardens.com](http://www.highgrovegardens.com) to ensure you get your Highgrove hit.

The nearby market town of Tetbury is home to the Highgrove shop opened by Prince Charles in 2008. Many shops here have served the Royal Household and some have gained the prestigious Royal Warrant, so it's well worth a visit!

Enjoy a totally royal stay at The Mayfair Townhouse by visiting the birthplace of HRH the Queen, less than ten minutes' walk away. Born on 21 April 1926 at 17 Bruton St, the home of her maternal grandparents, the Earl and Countess of Strathmore and Kinghorne. Sadly, the original structure no longer exists, although there is a plaque placed at the current address to commemorate the event.

Nearby, across Green Park, you will find Buckingham Palace - possibly the most iconic palace in the world. The Queen was christened here in 1926, and it's since been a fabulous backdrop for royal celebrations, along with the archetypal Changing the Guard ceremony. With over 775 rooms to view, the palace is open between April - September. There are a wide selection of sightseeing tours to choose from: opt to see the 19 lavish State Rooms which are dressed to impress foreign dignitaries and royalty, adorned with incredible pieces of art from the Royal Collection. Or tour the Throne Room, used for official entertaining, and the setting for the Duke and Duchess of Cambridge's wedding photographs. Amongst

others, view The Queen's chair, made in 1953, and used for her coronation ceremony.

Our concierge team at The Mayfair Townhouse can book tickets for all the Historic Palaces, in advance, on your behalf, including Buckingham Palace - simply ask for further details. [www.buckinghampalace.co.uk](http://www.buckinghampalace.co.uk)

Built on the edge of the New Forest (itself given royal status when proclaimed William the Conqueror's royal hunting ground in the 11th century), Chewton Glen has its own royal link: on 26th June 1991, HRH Prince Phillip officially opened the Spa at Chewton Glen.

A short journey across the water to East Cowes on the Isle of Wight, is Osborne House - take a leisurely ferry from Lymington to Yarmouth, or an adrenaline-filled RIB Blast can be organised by the Chewton Glen team. The Italianate Osborne House became Victoria and Albert's idyllic seaside retreat in 1845, allowing the family to enjoy privacy at this intimate escape. Visit Victoria and Albert's private apartments, their children's Swiss cottage, and their private bathing beach, as well as see the beautifully ornate furnishings and artefacts from The Royal Collection. Outside, the garden planting schemes on the estate are maintained to Albert's original designs, and the terraces offer stunning views across the Solent. See English Heritage's website for visitor times and information: [www.english-heritage.org.uk/visit/places/osborne/](http://www.english-heritage.org.uk/visit/places/osborne/)

Cliveden House has played host to virtually every British Monarch since George I, and has been home to three Dukes, an Earl, and Frederick, Prince of Wales. The house was a favourite of Queen Victoria's, who would travel up the Thames by boat to visit her close friend The Duchess of Sutherland there. Later, a young Queen Elizabeth and Princess Margaret (along with their mother) visited in 1938, to meet the Astors' equally famous and glamorous guests, the Kennedys. And, of course, in 2018, The Duchess of Sussex spent the night before her wedding at Cliveden House.

Twenty minutes away stands Windsor Castle, the family home to British kings and queens for over 1,000 years - Her Majesty the Queen spends most of her private weekends here. Set over a breath-taking 13 acres, it has something for everyone - marvel at the state apartments in all their splendour or the astonishing detail of Queen Mary's dolls house, built by the famous British architect Edward Lutyens.

If you prefer architecture on a grander scale, take a stroll around St George's Chapel. One of the finest examples of English Gothic architecture, the chapel has been the setting for many royal weddings, as well as the final resting places for royal figures such as Henry

VIII and Princess Margaret. Don't forget to look up and admire the stunning stone ceiling, which was added by Henry VII.

Visit Windsor on a Thursday or Sunday to watch the historical ceremony, 'Changing the Guard'. The Household Troops, or 'The Guards' march through Windsor town beforehand, arriving at the Castle just before 11:00. Please check the schedule on the British Army website for details. [www.rct.uk/visit/windsor-castle](http://www.rct.uk/visit/windsor-castle)



11 Cadogan Gardens is well placed in central London for Royal Palaces, from Buckingham Palace to the Tower of London - but whilst staying in the Royal Borough of Kensington, why not pay a visit to the home of the young royals for over 300 years, Kensington Palace? Currently the official London residence of the Duke and Duchess of Cambridge, it's a fabulous place to absorb royal history.

Not only the birthplace of Queen Victoria, but also where she spent her childhood, Kensington Palace has a permanent exhibition exploring her younger years, and includes precious mementos such as a letters from her father, the Duke of Kent, written on the day of her birth. Immerse yourself in the opulent decor of the King and Queen's Royal Apartments, soaking up the splendor of the royal spaces, or be dazzled by the stunning collection in the Jewel Room, including unique pieces such as an exquisite diamond and emerald tiara, designed by Prince Albert for his beloved Queen Victoria.

The art lovers amongst you will revel in the King's Gallery, the largest of the state apartments at Kensington Palace, containing the finest paintings of the royal collection. For a more contemporary take on art, 'Life Through a Royal Lens' is a new exhibition from March 2022, exploring the Royal Family through photography and brings together some of the most iconic images ever taken of the Royal Family at Kensington Palace. [www.hrp.org.uk](http://www.hrp.org.uk)

# ON TOP OF THE WORLD

## TEN YEARS OF THE TREEHOUSES

2022 marks a decade of Chewton Glen's famous and fabulous Treehouse Suites. The concept was ahead of its time, enhancing Chewton Glen's reputation of trailblazing innovative luxury hospitality (Chewton Glen was also the first country house hotel in the UK to add a spa). Impeccable attention to detail was spent on the suites, ensuring they embodied stylish simplicity and incredibly luxurious design (think underfloor heating, wood burning stoves and lavish hot tubs) all framed by a purely magical setting. As Executive Director of ILH Andrew Stenbridge says: "The Treehouses took the hotel to another level." Indeed, they did – the coverage of their fabulousness meant that Chewton Glen was, and still is, given well deserved international recognition. Equally, with the current trend for experiential

travel still high on the list of many, each Treehouse Suite offers a unique experience unlike any other, along with the space to spread out and unwind in total privacy. While their location means that Chewton Glen's award-winning spa, restaurants and grounds are just a stone's throw away, Andrew notes that the Treehouses were designed very much with seclusion in mind; daily breakfast hampers and a delicious room service menu is delivered via a hatch, allowing guests to entirely switch off from the outside world if that's their preference. With private parking, concierge service and mini kitchenettes, the fourteen Treehouses are perfectly self-contained with peace, privacy and all the luxuries you would expect from a five-star hotel.

Every element of the design and concept focuses on the enchanting location, treating guests to uninterrupted vistas of nature – the layout ensures that the best views of the outdoors are enjoyed wherever you choose to unwind within, be it bed, sofa, or bathtub; equally the wraparound windows and glazed balconies maximise the view and immersive experience of bringing the outside in. A sheltered balcony means guests can luxuriate in the hot tub and savour nature, come rain or shine, offering a truly enchanting way to witness wildlife. And there's lots to see - nature has flourished around the Treehouses in the last decade, thanks to the planting of 3,500 trees and the introduction of 120 bird boxes, encouraging the local bird population, and their glorious song, to thrive across the grounds. Guests can glimpse deer, owls, bats, badgers and foxes, and a majestic family of buzzards.

While the location is central to the concept experientially, the construction of the Treehouses was also mindful of the environmental impact. From using locally sourced components, the use of heat source pumps, the incorporation of sustainable materials, and recycling the water, every effort was made to minimise the effects on the environment.

The Treehouses proved to be a firm favourite with many – they provided much needed seclusion away from the public eye for musicians who would use the recording studio on the nearby farm, along with crowd-shy A-listers. The option to book multiple Treehouses has captured the imagination of family groups, providing a perfect base for a holiday together, but with space to retreat and unwind. Kids love the loft rooms where they can watch the stars from their beds, and the all-important four-legged members of the family are welcome, too. The Treehouses prove popular with couples, who not only seek romantic getaways but also have the option to tie the knot in this idyllic location – it's the ultimate secret and intimate wedding setting!

The Treehouse Suites are so sought-after and successful (often booked up months in advance), that Chewton Glen are in the initial stages of planning six more of the super luxe boltholes, to satisfy demand and to ensure that the success of the Treehouses continue for many more guests to enjoy, for years to come.

*2022 marks a decade of Chewton Glen's famous and fabulous Treehouse Suites.*



# CANINE CONCIERGE

We have always been a nation of avid dog lovers, and we do love them being by our side! At Iconic, we strive to ensure our guests' experience is second-to-none, and welcome the canine kind with open arms. Here's the low-down on what Iconic can offer your pawfectly pampered pooches...

## The Lygon Arms

Offering an extensive array of dog-friendly rooms and suites at just £25 per dog per night (a dog bed, bowl and a treat will be waiting for you in the room), you'll be spoilt for choice here. You can dine with your furry friend in the Russell Room, where a special menu is available for your canine companion. Find our muddy paws station (complete with dog showers and oatmeal shampoo) in the courtyard - perfect for washing down mucky pups after a countryside adventure.

Make your stay extra pawfect and book the Le Chateau Dog Package available from £340 (including breakfast for two). A fabulous Le Chateau dog bed and bowl will be in the room - remember to pack an extra bag as you can take their bed home with them! Or go the whole dog and book the Nails and Tails Package for both of you - relax in the spa while your pooch gets pampered top-to-tail. (Must be booked in advance).

## Cliveden House

The five-star service at Cliveden House applies to all our guests, including the furry kind. In the house, dogs are welcome in all public areas (except for The Cliveden Dining Room and The Cliveden Spa). The Astor Grill, our charming informal restaurant, welcomes your canine companion with open arms. There is even a special menu for your pup, with delicious meals and tasty snacks guaranteed to keep you in someone's good books. With over 250 acres of National Trust woodland paths designed for your dog to explore, you'll have a very happy pooch on your hands during your stay (please note there are some restrictions regarding dogs within the estate which can be viewed on the National Trust website). Book a dog-friendly bedroom and you will arrive at your luxurious bedroom to find doggie amenities ready and waiting for your pampered pooch.

## The Mayfair Townhouse

In the heart of Mayfair, VIPs (Very Important Pooches) are more than welcome to accompany their well-behaved humans when staying over at The Mayfair Townhouse - be sure to let our Reservations Team know they will be joining you. The Townhouse is perfectly located for a dog-friendly stay in London; enjoy a Paw-secco or two in The Dandy Bar or stroll around Green Park, just a stone's throw away from The Townhouse. Moreover, dogs stay free, and are treated to a blanket, bowl, and squeaky toy - simply select from a Deluxe Room category, or above. Whatever takes your Dandy, we promise it will be a 'pawsome' adventure for you both!

## Chewton Glen

Our dog-friendly Treehouses at Chewton Glen are the perfect unique canine retreat. Close to the New Forest and the beach, we are ideally located for outstanding walks. Take a picnic out into the beautiful grounds (please ensure your canine companion is kept on a lead as we have a myriad of wildlife around, not to mention the teddy bear sheep!) Dogs and their well-behaved owners are welcome for alfresco dining at The Kitchen, and on the terrace.

ON NOW UNTIL,  
23 JANUARY 2023

Beatrix Potter: Drawn to  
Nature at The V&A Museum  
11 CADOGAN GARDENS

19 MARCH - 6 NOVEMBER  
Fashioning Masculinities:  
The Art of Menswear at The  
V&A Museum  
11 CADOGAN GARDENS

9 - 24 APRIL  
Family Easter Egg Hunt  
(run by the National Trust)  
CLIVEDEN HOUSE

11 APRIL  
Launch of The Dandy Fox Trail  
THE MAYFAIR TOWNHOUSE

16 - 17 APRIL  
Family Easter Egg Hunt  
THE LYGON ARMS

17 APRIL  
Family Easter Egg Hunt  
CHEWTON GLEN

19 APRIL  
James Martin Class  
THE KITCHEN, CHEWTON GLEN

4 - 8 MAY  
Badminton Horse Trials  
THE LYGON ARMS

17 MAY - 12 JUNE  
Cartier Queen's Cup Final  
CLIVEDEN HOUSE

28 - 29 MAY  
DogFest, Ragley Hall,  
Warwickshire  
THE LYGON ARMS

24 - 28 MAY  
Chelsea Flower Show  
11 CADOGAN GARDENS

29 MAY  
James Martin Car Event  
THE KITCHEN, CHEWTON GLEN

29 MAY  
The Great Broadway  
Paint Off  
THE LYGON ARMS

02 JUNE  
Trooping of the Colour at  
Buckingham Palace  
- Jubilee Weekend  
THE MAYFAIR TOWNHOUSE  
11 CADOGAN GARDENS

14-18 JUNE  
Royal Ascot  
CLIVEDEN HOUSE

18 JUNE - 18 JULY  
Garsington Opera  
CLIVEDEN HOUSE

18 JUNE  
Great British Food Festival,  
Sudeley Castle  
THE LYGON ARMS

27 JUNE - 10 JULY  
Wimbledon  
THE MAYFAIR TOWNHOUSE  
11 CADOGAN GARDENS

23 - 26 JUNE  
Goodwood Festival of Speed  
CLIVEDEN HOUSE  
CHEWTON GLEN

28 JUNE - 3 JULY  
Henley Royal Regatta  
CLIVEDEN HOUSE

JULY (TBC)  
Taste of London in  
Regents Park  
THE MAYFAIR TOWNHOUSE  
11 CADOGAN GARDENS

20 JULY  
20 Anniversary of  
Hampshire Food Festival  
CHEWTON GLEN

12 - 19 JULY  
Michael Ball & Alfie Boe,  
Olly Murs, McFly, Michael  
Buble, Tears for Fears  
CHEWTON GLEN

26 - 28 JULY  
New Forest Show  
CHEWTON GLEN

30 JULY - 5 AUGUST  
Cowes Week  
CHEWTON GLEN

3 AUGUST - 3 SEPTEMBER  
The Hundred at Kia Oval  
and Lord's Cricket Ground  
THE MAYFAIR TOWNHOUSE  
11 CADOGAN GARDENS

26 - 29 AUGUST  
The Big Feastival, Alex James'  
Farm, Chipping Norton  
THE LYGON ARMS

15 - 18 SEPTEMBER  
Blenheim Palace International  
Horse Trials  
THE LYGON ARMS

APRIL - SEPT 2022

WHAT'S  
ON



# AMAZING ARTISANS

## AT THE LYGON ARMS

The Lygon Arms puts local into the heart of everything they do, including where they source their delicious produce. General Manager, Marcus O'Leary, proudly states that 80% of their menu is sourced within a 60-mile radius of the property, which ensures a totally fresh and fabulous seasonal offering all year round. Meet three local artisan suppliers you can expect to experience when you eat at The Lygon Arms:

### Waghornes Butchers, Prestbury

A family butchers located in Prestbury on the outskirts of Cheltenham, Waghornes supply The Lygon Bar & Grill with excellent ribeye and sirloin steaks that are 28-days dry-aged, and originate from a South-Devon Cross, supplied by a local farm in Gotherington. The delicious Cotswold lamb and highly-regarded Heritage Gloucester Old Spot Pork found on the menu also share this provenance. Waghornes pride themselves on sourcing their meat locally where possible, thus ensuring they know exactly where their products originate; their beef, lamb, pork and chicken all come from free-range farms where they are reared at a slower pace giving the stock a longer, better life. Waghornes put natural produce, extensive knowledge, and excellent service at the centre of their business, and it shows in the quality of the meat supplied.



### Mark's Cotswold Bakery, Chipping Norton

Mark's Cotswold Bakery is located at Chipping Norton and has grown apace since Mark started baking sourdough in his Aga as a hobby 10 years ago. Inspired by The Food Programme on Radio 4 about the slow food movement, Mark set about trying to see if he could make a sourdough loaf for his family using only the best and most local ingredients. Now, due to an overwhelming demand which gathered pace simply by word of mouth, he is following his dream and creating his delicious sourdough loaves professionally.



As with all Mark's bread, his loaves are made from flour ground just a few miles away from his bakery, in the family owned, FWP Matthews Cotswold Mill, at Shipton under Wychwood. This mirrors the philosophy behind Mark's business - local ingredients and family run, and now being enjoyed by our guests at The Lygon Arms too.



### Billy's Free-Range Eggs, Kiln Bank Farm

Billy's Free-Range Eggs is a small family-run business based at Kiln Bank Farm, just outside the beautiful Stow-on-the-Wold, in the heart of the Cotswold countryside. Starting with just 90 hens in 2009, they now have over 5000 in their flock, which happily roam free in the woods behind the farm. The family focus is always firmly on quality and freshness.

**Sourcing from local artisan suppliers not only ensures that the produce is fresh, and quality is key, it also helps to sustain the local economy, not to mention reducing the carbon footprint with regard to food miles. So now you can relax and unwind, sample the amazing locally-sourced menu, knowing you're playing your part in supporting the local producers while enjoying the high quality food that you've come to expect.**

[www.lygonarmshotel.co.uk](http://www.lygonarmshotel.co.uk)





# A DECADE OF DECADENCE:

## CLIVEDEN HOUSE



This year, alongside HRH celebrating her platinum Jubilee, Iconic Luxury Hotels will be celebrating their own myriad of milestones across their properties. With The Mayfair Townhouse's first anniversary, a decade of the fabulous Treehouses at Chewton Glen, and ten years since the National Trust treasure, Cliveden House, joined the family, there's certainly more than ample cause for celebration.

When Cliveden was brought into the collection, it was in much need of pampering and rejuvenation. Embarking on a meticulous restoration programme, the interior design team sought inspiration from archives in Paris from the period, creating something gloriously special. The result was a triumphant return to its glory days, placing the house centre stage in society's party circuit, to once again play the gracious and discreet host to exclusive, hedonistic, and decadent A-list parties and weddings. And while it's widely documented that Meghan stayed there the night before her wedding to Harry, it's safe to say that the majority of what goes on at Cliveden, stays at Cliveden.

Aside from its setting amongst beautifully tended National Trust Gardens, Cliveden House also now proudly boasts an exclusive award-winning spa, which is so sought-after it has a waiting list.

In addition, Cliveden Spa has created two fabulous fragrances that have provided the inspiration for their own bespoke collection of luxurious body products (designed by OSKIA, the luxury British skincare brand). Inspired by two remarkable ladies in the history of this fabulous house, Anna Maria, the first 'Mistress of Cliveden' and Nancy Astor, perhaps its most famous chatelaine, these scents reflect the combination of strength, subtlety and femininity of the women who inspired them.

Cliveden's transformation over the last decade hasn't simply been down to cosmetic changes, modernisation, and the outstanding Spa, however. While each Iconic property has a unique sense of character that sets them apart from the competition, there is also a magical ingredient that runs through the veins of Iconic Luxury Hotels and binds them together – the DNA of the brand, at the heart of which is the inspirational team, who deliver effortless hospitality coupled with intuitive service. By taking this unique brand of hospitality originally established at Chewton Glen, and introducing it to Cliveden House, the concept of the ILH brand was born, and continues to ensure each property is a success to this day.

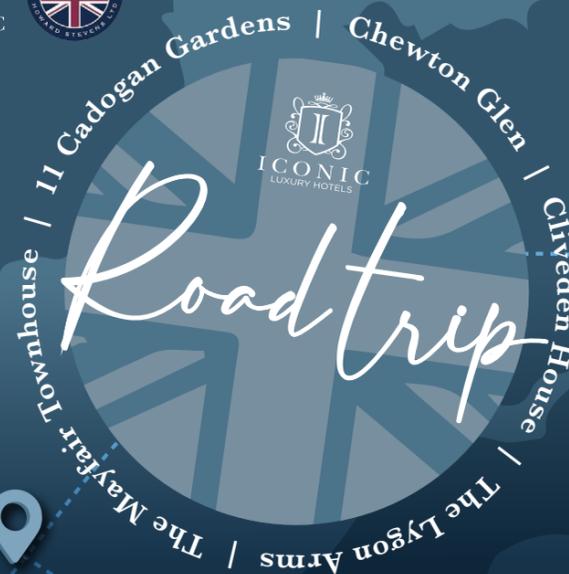
# A Totally Iconic ROAD TRIP

Introducing the Iconic Road Trip - a brand new collaboration with Luxury Vacations UK.

Simply stay in the Iconic Luxury Hotel(s) of your choice, and further enhance your relaxation and enjoyment with the convenience of a private driver and guide who will accompany you on a tour to explore nearby landmarks, stately homes, magnificent gardens, picturesque villages, and not forgetting a tasty lunch at an excellent country pub or two! Explore the small lesser-known towns with your driver-guide and be surprised by England's stunning coastline, sublime national parks, and excellent restaurants.

Iconic Luxury Hotels has an eclectic collection of unique properties, with personalities as distinctly individual as our guests. Distinguished, authentic and intriguing, they include a 19th-century boutique hotel, a coaching inn, a high-end neighbourhood townhouse, a breath-taking estate and a coastal resort. Each Iconic Luxury Hotel provides effortless service from our dedicated team, sublime locations, fascinating stories and consistently delivers the unexpected. Whether you are exploring the heart of city or the enchanting countryside (or enjoying a combination of both), savour truly indulgent stays and the journey between, at the Iconic Luxury Hotel of your choice.

To book your own bespoke Iconic Road Trip, please email: [roadtrip@iconicluxuryhotels.com](mailto:roadtrip@iconicluxuryhotels.com)



## EXPLORE THE ROYAL PARKS

When planning a city break to London, most focus on the fabulous theatre shows, the immersive history and incredible shopping experiences that our capital has to offer; but did you know there is a plethora of green space on offer in the heart of the city, waiting to be explored? London has 5,000 acres of glorious parkland – 47% of London is in fact green space - and the Royal Parks are a great way to celebrate the Jubilee and nature, providing stunning backdrops for capturing those all-important memories of your break.



### 📍 Kensington Gardens

Start your tour by visiting Kensington Gardens, a popular filming location; hunt out the spots where Wimbledon and Finding Neverland were shot. Admire the architecture of Serpentine Galleries, where artists such as Henry Moore, Andy Warhol, Rachel Whiteread and Damien Hirst have exhibited. Delve into the history of Kensington Palace, pay tribute to Diana, Princess of Wales at her beautiful statue (built from 545 pieces of Cornish granite) and discover the Diana Memorial Playground, the building of which was inspired by the story of Peter Pan.



### 📍 Hyde Park

Host to some of the country's largest outdoor concerts, Hyde Park offers plenty of space and certainly doesn't spare on beauty. Originally part of Westminster Abbey, the grounds were confiscated in the 16th century by Henry VIII and repurposed as his royal hunting ground. Nowadays, there's a waterside café, the glorious Diana, Princess of Wales Memorial Fountain and open water swimming in the Serpentine, where JM Barrie (author of Peter Pan) swam regularly. Visit Speakers Corner on a Sunday morning for heated debates, or if you'd rather peace and calm, visit the rose garden which is located on the South-East corner.



### 📍 Regent's Park

Name a more British location than Regent's Park... because when it comes to stunning wildlife, culture and sports, this is the place. A favourite hunting ground of Henry VIII, it was private royal property until the 19th century, when it was redesigned by John Nash and opened to the public. Hire a rowing boat and have your 'Bridget Jones' moment as you glide through the water, unleash your competitive side and play for game, set and match at the tennis courts or enjoy a live performance at the open-air Inner Circle.

When planning a city break to London, there's nowhere better to stay than our luxurious London properties, 11 Cadogan Gardens in the heart of Chelsea, or The Mayfair Townhouse, both perfectly placed for exploring the Royal Parks. With their own inimitable beauty whatever the season, the Royal Parks are glorious for roaming all year round, especially when you take one of our delicious Jubilee picnics with you!

### 📍 Green Park

To feel really close to royalty, head to Green Park. Situated around Buckingham Palace, rumour has it that earned its name after an unfortunate incident with Charles II; on walking through the park, he picked a flower and instead of handing it to Queen Catherine, gave it to a lady in waiting. Angered by this, Queen Catherine ordered the removal of the flower beds. Green Park today is fabulous to while away a couple of hours after a long day of exploring, and occasionally enjoy the royal gun salutes fired there. You can also pay tribute to our servicemen and women as you admire a variety of memorials across the park.

Plan your stay at 11 Cadogan Gardens today >> [www.11cadogangardens.com](http://www.11cadogangardens.com)

Plan your stay at The Mayfair Townhouse today >> [www.themayfairtownhouse.com](http://www.themayfairtownhouse.com)

END  
THE  
YEAR IN

# Iconic Style

Wonderful as summer breaks are, it's always nice to have something to look forward to on your return. We invite you to book now for the ultimate Christmas and New Year treat and relax knowing we will make your festive season fabulous, taking care of everything so that you don't have to. Expect delicious dishes with all the traditional trimmings you know and love, drinks, merriment, and dancing. Let Iconic Luxury Hotels add extra magic and sparkle to your Christmas and New Year's spirit! Not to mention our fabulously decadent Christmas and New Year's Eve House Parties, where all you have to do is turn up and let your hair down in true Iconic style!

**For more information, please email our reservations team on [reservations@chewtonglen.com](mailto:reservations@chewtonglen.com).**

GIVE THE

# Gift OF Iconic



Whatever their passions and interests, there's something for everyone, be it a Dandy adventure in Mayfair, a romantic city break in the heart of Chelsea or an indulgent afternoon tea or spa experience at one of our country retreats.

Wherever you choose, make it an Iconic gift...

[www.iconicluxuryhotels.com/gift-vouchers](http://www.iconicluxuryhotels.com/gift-vouchers)

# Charity PARTNERS

## CHARITIES SUPPORTED BY ICONIC LUXURY HOTELS



### Hospitality Action

Hospitality Action was established in 1837 and has since offered vital assistance to all who work, or have worked within hospitality in the UK.

[www.hospitalityaction.org.uk](http://www.hospitalityaction.org.uk)

### Room to Reward

Room to Reward is a unique volunteer-recognition charity created to say 'thank you' to the Hidden Heroes – inspirational volunteers who give up their time to make a difference. As a partner hotel, we donate unsold rooms, and charities and community groups nominate their Hidden Heroes for a break.

[www.roomtoreward.org](http://www.roomtoreward.org)



### Street Support Network

Street Support Network works online and offline, connecting and supporting local people and organisations to tackle homelessness.

[www.streetsupport.net](http://www.streetsupport.net)



The Mayfair  
Townhouse

### Centrepoint

Centrepoint provides housing and support for young people regionally in London, Manchester, Yorkshire and the North East and through partnerships all over the UK.

[www.centrepoint.org.uk](http://www.centrepoint.org.uk)



### Kensington and Chelsea Foundation

Identifying and supporting projects which improve the lives and life chances of disadvantaged and vulnerable people in our community.

[www.thekandcfoundation.com](http://www.thekandcfoundation.com)



C L I V E D E N

### Alexander Devine

Providing specialist care and support to children with life-limiting and life-threatening conditions, and their families, across Berkshire and into surrounding counties.

[www.alexanderdevine.org](http://www.alexanderdevine.org)



THE LYGON ARMS

### The Outdoor Guide Foundation

The Outdoor Guide Foundation has a simple aim; to make the outdoors more accessible for all.

[www.theoutdoorguidefoundation.org](http://www.theoutdoorguidefoundation.org)