



PRESS RELEASE



THE ICONIC LANESBOROUGH HOTEL IN LONDON IS TO BECOME THE LATEST MASTERPIECE IN THE OETKER COLLECTION

The Lanesborough re-opens
in Spring 2015 as part of the
Oetker Collection

Oetker Collection, which owns and manages some of the best-known hotels in the world, is to bring its expertise to the United Kingdom for the first time and will manage one of London's most celebrated addresses, The Lanesborough.

Frank Marrenbach, CEO Oetker Collection, said: "The Lanesborough is clearly a landmark within the European hospitality landscape with an exceptional heritage and a strong and unique identity, and it will fit perfectly in our Collection of Masterpiece Hotels. The partnership between Oetker Collection and The Lanesborough provides a great potential for us to bring our signature service to guests who have a passion for living. I am very pleased that The Lanesborough will continue to be run day-to-day by long serving Managing Director Geoffrey Gelardi, a seasoned hotelier who took up his role in 1990. We are proud to have him on board."

With its exceptional central location, The Lanesborough overlooks Hyde Park Corner, near Buckingham Palace, and has been closed since the end of 2013 for a complete renovation. It has 93 rooms and suites as well as a spa and extensive dining options.

Under Oetker Collection management, The Lanesborough will re-open as a masterpiece hotel in Spring 2015. The renovation will embody the signature style that has become synonymous with The Lanesborough over its long history, signed by late interior designer Alberto Pinto.

Guests will enjoy an exquisite and refined dining experience at Apsleys from breakfast to dinner without forgetting the legendary Lanesborough Afternoon Tea. Next to Apsleys are the Withdrawing Room and the Library bar, housing the "Liquid History", a collection of vintage cognacs, some of which are over 200 years old. Tucked away at the rear of the hotel, guests will find the Garden Room, the first and most luxurious cigar terrace in Knightsbridge and the best cigar lounge in London. The Lanesborough offers seven individually designed private dining rooms, the largest accommodating one



For more information contact Julia Perowne / Paul Charles / Lucy Robinson / Lucy Gallagher on

oetker@verypcc.com / +44 (0) 207 792 8884

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hundred and eighty guests for a reception.

Geoffrey Gelardi, Managing Director, The Lanesborough declared: "We are delighted to join the Oetker Collection which embodies the finest of traditional European hospitality. We think our guests will love the new design and style of service when The Lanesborough re-opens in spring, maintaining its continued success since 1991. After 18 months of complete renovation, our aim is to resume our premier position in the London market."

Frank Marrenbach added: "London is one of the most exciting cities in the world and certainly a strategic destination for Oetker Collection. The Lanesborough will be a perfect sister hotel with Le Bristol Paris, offering two major urban hotels on each side of the Channel and creating exciting synergies between both hotels and the entire Collection. It is our intent to anchor The Lanesborough as part of London life, a true symbol of a cosmopolitan and vibrant capital."

Oetker Collection owns and manages eight hotels worldwide, in addition to The Lanesborough – Le Bristol Paris, Hotel du Cap-Ede-Roc, Chateau Saint-Martin & Spa, Brenners Park-Hotel & Spa, Eden Rock - St. Barths, Fregate Island Private, Palais Namaskar, and L'Apogée Courchevel.

Villa Stephanie at Brenners Park-Hotel & Spa will open in January 2015.

FOR MORE INFORMATION VISIT:

www.oetkercollection.com

ABOUT OETKER COLLECTION

Oetker Collection is one of the most inspiring selections of masterpiece hotels in the world. The name 'Masterpiece Hotels' includes a pledge; a commitment to provide service of the highest quality, every hour of every day. The pearl as a symbol combines singularity, beauty and quality. The individual pearls bind together to form a unique string of pearls.

Each property is one-of-a-kind, reflecting the unique European heritage and sharing the highest levels of service internationally with exceptional and historic architecture & interiors combining with great attention to detail.

Oetker Collection embraces nine luxury hotels:

- **L'Apogée Courchevel** – a luxury chalet with a warm and family atmosphere offering the most desirable skiing experience at the top of Courchevel 1850 in the French Alps.
- **Brenners Park-Hotel & Spa** – an iconic grand hotel, amidst a sprawling private park in Baden-Baden, Germany. The historic Villa Stéphanie will soon open its doors to offer Europe's most refined and innovative spa experience.

- **Le Bristol Paris** – an authentic vibrant French palace completely refurbished, the ultimate reference for Parisian art-de-vivre, ideally located on the prestigious rue du Faubourg St-Honoré.
- **Château Saint-Martin & Spa** – a romantic chateau of excellence nestled in the heart of Provence, boasting breathtaking views over the Mediterranean coastline.
- **Eden Rock - St. Barths** – a luxurious retreat on the beautiful island of St Barthelemy built on a rocky promontory, surrounded by white sandy beaches, and turquoise sea; French art-de-vivre in the heart of the Caribbean.
- **Fregate Island Private** – a jewel of conservation featuring lush forest, wild fauna, and overlooking the crystal waters of the Seychelles. Unique on the Planet.
- **Hotel du Cap-Eden-Roc** – a legendary luxury hotel at the centre of a scenic private park, where old-world glamour meets modern luxury at the tip of the Cap d’Antibes.
- **The Lanesborough London** – classically British service in a remarkably refined and charming grand residence
- **Palais Namaskar** – a peaceful oasis with contemporary and sophisticated design set in the Palmeraie, the most exclusive residential area in Marrakech.