



Little Brown Book of Mayfair
Spring/Summer 2024



BROWN'S HOTEL
LONDON

A ROCCO FORTE HOTEL

BROWN'S HOTEL

Little Brown Book of Mayfair

BY ROYAL APPOINTMENT

Anderson & Sheppard

Berry Bros. & Rudd

Charbonnel et Walker

John Lobb

Lock & Co.

BRITISH BRANDS

Arthur Sleep

Boodles

David Morris

Huntsman

E.B. Meyrowitz

Ormonde Jayne

INTERNATIONAL BRANDS

Aquazzura

Delvaux

ERDEM



BROWNS HOTEL

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Step into the lap of luxury and unlock the doors to an exquisite world of unparalleled elegance with Brown's Hotel's 'Little Brown Book of Mayfair.' Nestled in the heart of London's most prestigious district and curated by Brown's, this collection of experiences is your passport to bespoke, opulent, and unforgettable retail journeys.

Immerse yourself in the timeless charm and sophistication of Mayfair, where every cobblestone street tells a story of heritage, and every boutique door opens to a realm of unique and extraordinary offerings. From hidden gems to iconic fashion houses, this handbag-sized book is your guide to the crème de la crème of shopping experiences, meticulously selected to elevate your style and redefine your sense of luxury.

Join us on a journey through the historic squares of Mayfair, where the art of shopping transcends transactional exchanges and evolves into an exclusive, personalised affair. "Mayfair Unveiled" is more than a guide; it's an invitation to embrace the extraordinary, discover the extraordinary, and become a part of the exclusive tapestry that is Mayfair. Welcome to a world where luxury knows no bounds, and every shopping moment is a masterpiece in itself.

If you wish to book any of these experiences during your stay, our Concierge Team would be pleased to arrange it for you. Please dial 4036/4037 or email concierge.browns@roccofortehotels.com.



Richard Cooke
Managing Director of Brown's Hotel

SON & SHEPP



BY ROYAL APPOINTMENT

ANDERSON & SHEPPARD

Since the firm's inception in 1906, Anderson & Sheppard's mission has been simple, focused and immutable: to be the bespoke tailor of choice for men who wish to dress in comfortable, understated elegance. In 2011, we opened the Haberdashery, on Clifford Street around the corner from the Bespoke Tailors. We seek out the best mills and the finest craftsmen in England, Scotland and Europe to make clothes that men want to wear when they're not in suits. That means trousers, casual jackets, sweaters, shirts, pyjamas, robes, ties, scarves and everything else that makes the modern man.

Anderson & Sheppard is pleased to offer Brown's guests a 10% discount off at their Haberdashery shop and a short bespoke tour of their Bespoke Shop.



Our shop at 63 Pall Mall is the destination for fine wines and spirits in London. Step into the fine wine room and you'll discover mature wines from the wine world's most prestigious producers. We also have a carefully curated range of spirits, including sought-after bottles from new distilleries, fine rum, exceptional single-malt whisky, Cognac and craft gin. Our Enomatic wine serving machines keep the liquid in pristine condition and we always have a hero wine on show.

Berry Bros. & Rudd is pleased to offer Brown's guests a £10 Enomatic Card for guests and an offer of free tasting of The King's Ginger Liqueur when visiting the London shop.



Established in 1875, Charbonnel et Walker is Britain's first luxury chocolatier. In 1970, the company was awarded the Royal Warrant to Queen Elizabeth II which was a very special moment in the history of Charbonnel et Walker.

The original shop opened at 173 New Bond Street in Mayfair and has remained on Bond Street ever since. It is housed in one of London's most elegant arcades, the Royal Arcade on Old Bond Street.

Charbonnel et Walker is pleased to offer guests of Brown's 15% off products in the Royal Arcade shop.

BY ROYAL APPOINTMENT

JOHN LOBB

BOOTMAKER

Indulge in a truly bespoke experience at John Lobb: an exclusive measuring experience after shop closing hours, enhanced by the savouring of your favourite alcohol accompanied by delectable nibbles. Elevate your style, indulge in sophistication, and create lasting memories with our Exclusive Experience in partnership with Brown's Hotel.





Lock & Co. Hatters, nestled in the heart of London, invites you on a journey through time and style. With over three centuries of heritage, Lock & Co. boast the title of the oldest hat shop in the world. Our shop exudes an air of timeless elegance, where craftsmanship meets tradition to create headwear that transcends generations. From classic top hats that have graced the heads of British royalty to contemporary designs favoured by fashion icons, Lock & Co. offers a curated selection that caters to every taste and occasion. Step into our beautiful shop and immerse yourself in the artistry and history of hat making.



BRITISH BRANDS



Located on the world famous Savile Row, Arthur Sleep revives traditional British shoemaking in London's first new shoe factory in over a century. Renowned for its history of tailoring to the elite and royalty, this prestigious location now offers an immersive shoemaking experience like no other.

Discover luxurious and contemporary footwear for men, women and children, crafted inside their innovative microfactory. Witness the perfect blend of time-honoured craftsmanship and modern technology, creating shoes that embody both heritage and personalised luxury. An exclusive same-day service is also available.



BOODLES

1798

Quintessentially British, Boodles is the only remaining family-owned jewellers on London's Bond Street. Founded in 1798, Boodles has grown from being a county jeweller to becoming a leading British luxury brand, with ten shops across the UK and Ireland. For six generations, Boodles has been managed by one family from its Head Offices in Liverpool and London.

Guests of Brown's are invited to an exclusive viewing of Boodles rarest diamonds and gemstones, from diamond-dusted bangles to rings featuring diamonds from the Cullinan Mine. The viewing will take place in Boodles Bond Street 'Apartment' with an expert gemologist accompanied by champagne. Guests also have access to Boodles jewellery cleaning service as part of the experience.



DAVID MORRIS

THE LONDON JEWELLER

Symbolising the best of British creativity and craftsmanship for more than 60 years, David Morris, The London Jeweller, invites guests for an exclusive experience at its Bond Street store. Enjoy Champagne and macaroons, with the opportunity to discover the House's bold and colourful jewels, set with rare and exquisite gemstones.



BRITISH BRANDS

established 1849

HUNTSMAN

SAVILE ROW, LONDON | 57TH ST, NEW YORK

THE WORLD'S FINEST HANDCRAFTED CLOTHES

“Huntsman, Savile Row has been outfitting the Kings and Queens of Europe, Hollywood’s leading lights, artists, designers, and the most sartorially discerning ladies and gentlemen for 175 years. We have a reputation for making the world’s finest handcrafted clothes.

As the standard-bearer for Savile Row, our purpose is to champion the world’s finest bespoke tailoring and to introduce bespoke tailoring to individuals who appreciate the very finest things.

Enjoy your bespoke consultation and from the tranquillity & comfort of the Huntsman Club, and enjoy refreshments from the champagne bar whilst you discover the craftsmanship that creates the world’s finest tailoring.



E.B. Meyrowitz has long since been the world's foremost purveyor of luxury optical goods. Drawing on its rich history of traditional craftsmanship and exquisite design the atelier visions and realises collections of frames steeped in timeless elegance and style. With an unmatched commitment to the discipline of frame making, a philosophy has not only been created and upheld but handed down through the generations.

Crafted to exact specifications - be that in the material, the colour and the fit, one can rest assured that the eventuality of the bespoke experience will indeed be an eyepiece cherished and enjoyed for many years. Guests of Brown's can enjoy an exclusive appointment with Sheel Davison-Lungley, owner and creative director.



ORMONDE JAYNE LONDON

Brown's Hotel guests receive a special welcome at Ormonde Jayne's boutique in The Royal Arcade.

Experience luxury British niche perfumery with 'Scent Strength Style' in The Royal Arcade.

Our consultants are on hand to help you choose your perfume from our eclectic Signature Collection. Then choose your bottle from 5 beautiful colours. While your perfume is poured to your chosen strength, enjoy a glass of champagne and artisan chocolates.



AQUAZZURA

Founded by Edgardo Osorio, Aquazzura's creations combine luxury and craftsmanship with comfort and wearability. Every pair of the Italian brand's shoes display innovative design, sophisticated embellishments, and vibrant colour palettes.

Brown's guests are offered a bespoke personal styling experience at the Aquazzura Boutique on 38 Albemarle Street, including a 10% discount. (Discount not applicable to Casa Collection).



— 18  29 —
DELVAUX

La maison Delvaux invites you to discover its flagship boutique on New Bond Street where a surprise will be waiting for you. A registered landmark with exquisite period detail, this jewel box was built in 1906 by William Flockhart and represents the finest in Edwardian architecture.

Founded in Brussels in 1829, Delvaux is the oldest fine leather goods house in the world, crafting and designing without interruption in its workshops since then. Delvaux is the inventor of the modern handbag, having filed the first-ever leather handbag patent in the world, in 1908.

Delvaux is pleased to offer guests of Brown's a personalised service in Delvaux New Bond Street.



ERDEM

Discover ERDEM's latest womenswear collections through a range of tailor-made services and thoughtfully prepare personalised selections, from the comfort of your Brown's Hotel Suite or in the ERDEM Flagship Store in Mayfair. When booking an appointment, guests of Brown's Hotel can enjoy a complimentary 10% discount on current season styles.

Brown's Hotel

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Charlie's

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The Drawing Room




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