

The image is a cover for a press kit for the Sofitel London St James hotel. It features a photograph of the hotel's grand, classical facade at dusk. The building is illuminated with warm lights, highlighting its architectural details like columns and arches. In the foreground, a red double-decker bus is blurred, suggesting motion. A semi-transparent white box in the upper center contains the hotel's name. Another semi-transparent dark box in the center contains the title of the press kit.

SOFITEL  
LONDON ST JAMES

SOFITEL LONDON ST JAMES  
PRESS KIT







# OVERVIEW

The home of modern French luxury in London, Sofitel London St James is located on Waterloo Place on the corner of Pall Mall, close to the internationally recognised landmarks of Trafalgar Square and Regent Street. The 125,000 ft<sup>2</sup>. Grade II listed building, owned by the Crown Estate, represents one of the most prestigious hotel addresses in London.

2019 marks a new era for the five-star hotel with an innovative redesign from renowned French interior designer Pierre-Yves Rochon. Rochon's update to his original 2002 design is a masterpiece inspired by the creative, dynamic feel of society and culture of 1960's London through the blending of bold British design with contemporary French elegance.

Wild Honey St James, the hotel's newest restaurant, combines classic French techniques with the finest seasonal British produce from chef Anthony Demetre, whose original Wild Honey enjoyed 12 successful years in Mayfair. The hotel is also home to The Rose Lounge, the St James Bar, the award-winning Sofitel Spa and a large choice of conference and events suites for up to 180 guests.

## AT A GLANCE



Five - AA - star



Sofitel SPA



Sofitel Fitness

183

Guest rooms  
and suites

3 Dining and  
entertainment  
venues

Wild Honey St  
James  
St James Bar

12

Meeting and  
Event Suites





# HISTORY AND DESIGN

The architecture and structure of the building complement the master strategy originally laid down by John Nash for his Regent Street urban plan 100 years earlier. Designed by E. Keynes Purchase, the original building was completed in 1923 to house the headquarters of Cox's & Company and later became Cox & King's following the acquisition of Henry S. King & Co. It was subsequently taken over by Lloyd's bank who occupied the building in the years following until Sofitel saw its hidden potential and transformed it into a 125,000 ft<sup>2</sup> luxury five-star hotel in 2002.

This prestigious past is still very much alive, influencing certain decorative directions, as evidenced in paintings, photographs, meticulously restored bank memorabilia and portraits taken from the former boardroom of Cox's & King's.

An impressively lit 3-metre high engraved glass wall at the entrance recounts the building's history in a few lines inscribed by French calligrapher Claude Médiavilla, one of the outstanding masters in the field.

French interior designer Pierre-Yves Rochon has created a contemporary style that preserves the neo-classic theme of the building, while highlighting and respecting the strong roots of its British culture.

The hotel encapsulates the 'modern luxury' of the Sofitel brand, continuing the mix of modern French and British designs, with a fresh, contemporary and residential feel in the rooms. A masterpiece of Rochon's creation, the renowned designer updated his original 2002 design in 2019, an extensive transformation to mark a new era for the prestigious hotel, a flagship for Sofitel and a cornerstone of London's luxury hotel scene.





## THE LOBBY

Through the impressive entrance, guests are immersed in an atmosphere of traditional English décor combined with refined French elegance. The lobby, overlooked by a semi-circular mezzanine demonstrates the contemporary yet classically elegant style of the hotel with its high ceilings, large windows adorned with off white and beige blinds and white marble floors.

Formerly the banking hall of Cox's and King's, the entrance hall is a fascinating balance between old-world allure and modernism, created by the presence of carefully placed vestiges of the building's past and modern design elements, including specially commissioned pieces of English and French contemporary artists.

The leather panelling and dark green marble of the reception desk dominates one end of the lobby, its classic style contrasting with a two-meter high glass and chrome clock (a witty contemporary take on Big Ben) designed by Pierre-Yves Rochon. At the opposite side of the lobby hangs the original Cox's & King's coat of arms in honour of the hotel's former existence.

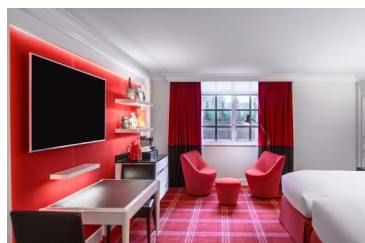




# GUESTROOMS

The hotel comprises 183 rooms including:

- 8 Classic Rooms
- 73 Superior Rooms
- 52 Luxury Rooms
- 34 Luxury Premium Rooms
- 8 Junior Suites
- 2 Family Rooms
- 4 Prestige Suites
- 1 St James Suite
- 1 Opera Suite



Pierre-Yves Rochon (PYR)'s renovation of the guestrooms and suites at Sofitel London St James elevates the spirit of its historic neoclassical exterior by infusing a more modern, yet still distinctly British design in the guestrooms.

The hotel blends contemporary French elegance with a bold British design scheme that recalls the creative, dynamic feel of the 1960's and 70's society and culture in London. This unforgettable time of youthful energy and innovation in art, design, fashion and music is captured in the new design and showcases Sofitel's commitment to celebrating local culture in every property.

Vibrant, edgy British design is conveyed through the use of striking colours, modern pop art pieces and whimsical accents and accessories. A classic British tartan carpet and custom- designed lamps are given a playful spirit through bold patterns and colours. The pop-art style artwork is a mix of abstract pieces and iconic British celebrities of the 60s, such as Twiggy, reinforcing the upbeat atmosphere and sense of place.

Gallic elements include nods to the iconic French furniture designer of the 60s and early 70s, Pierre Paulin. The clean lines found in his designs are translated throughout guestrooms and showcased by his signature seating, such as the Mushroom chair. The prominent use of eclectic accessories, as well as a new bar and desk area, adds an inviting, residential touch. The reflectivity of mirror, chrome and lacquered finishes create a generous sense of space and modernity, while fabric wall panelling, and whimsical geometric printed wallcoverings add to the sense of luxury and warmth.

The quality of finishes and custom pieces reinforce a design approach that places the modern guest top of mind, where functionality, comfort and technology are equally considered and integrated in line with Sofitel brand standards. Sofitel's signature [MyBed™](#) is at the heart of every guest room and suite, with guests able to select their preferred pillows and bedding from their Sofitel MyBed Sleep Menu, offering a crafted sleep experience like no other.

The Prestige Suites and Junior Suites are spread across each floor with impressive views of Waterloo Place and Pall Mall. Consisting of a lounge or a sitting area, the Suites are complemented with a comfortable sofa or an art deco style armchair and pouffe.





## ABOUT PIERRE-YVES ROCHON

Founded in Paris in 1979, Pierre-Yves Rochon (PYR) is the global leader in interior design solutions for luxury hospitality and residential environments. The firm creates comfortable, elegant and authentic experiences for both historic and new properties around the world. Their unique design approach consistently delivers award-winning results for major luxury brands such as Four Seasons, Ritz-Carlton, Waldorf Astoria, Fairmont, St. Regis, Peninsula, Shangri-La, Sofitel, InterContinental, and numerous boutique hotels. PYR has created restaurant environments with the world's most innovative chefs, such as Joël Robuchon, Alain Ducasse, Paul Bocuse, Gérard Boyer, and Jean-Georges Vongerichten. PYR also designs bespoke furniture, fixture, carpet, lighting, and accessories for projects and collaborates with international luxury manufacturers to create commercial product lines sold worldwide.

PYR's studios in Paris and Chicago work collaboratively, with designers and technical staff organized into integrated project teams that offer a full spectrum of interior design services from concept through construction administration. Design leadership is fully engaged in every aspect of the process with the ultimate goal of transforming clients' business and strategic objectives into valuable and enduring design solutions.





# FOOD AND BEVERAGE

## WILD HONEY ST JAMES

Wild Honey St James is an exciting collaboration with renowned chef Anthony Demetre and a reimagination of his iconic restaurant concept

Wild Honey, offering the finest seasonal British produce and contemporary French cooking. Located on the former site of The Balcon restaurant, the dining room décor has been redesigned and refurbished by Jim Hamilton Design to reflect this new direction.

Head Chef Simon Woodrow has collaborated with Anthony Demetre on menus which feature contemporary French cooking with nods to the British Isle. The duo have worked together previously at the original Wild Honey and Arbutus.

*Signature dishes include:*

Burrata, trumpet courgettes, nasturtium, dukkha

Traditional bouillabaisse

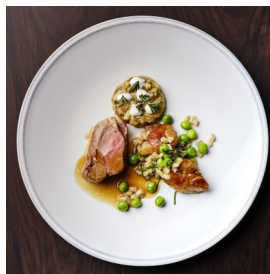
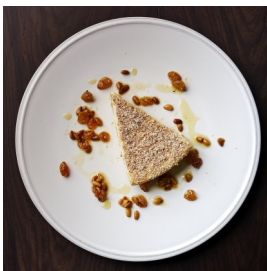
Hand cut macaroni 'Cacio e Pepe'. Crisp chicken wings

Roast saddle of rabbit with slow-cooked shoulder cottage pie

Classic English custard tart

London Wild Honey ice cream

A short set lunch, early evening menu and Café menu also operate alongside an à la carte selection of dishes. The wine list features approximately 100 bins, covering both new and old world, while there are four drinks available on tap – one red, one white, a Vermouth and a craft beer.







## ST JAMES BAR

St James Bar is a cocktail destination in the heart of St James, redesigned to create a truly decadent and intimate space, day or night.

Adjacent to the restaurant, the intimate hotel bar invites guests to relax and enjoy a signature St James Reviver or a Figaro Fizz as they take in the rich mohair velvet banquettes, warm lighting and antique mirror tables. Bar and Lounge Manager Enzo Sigaut's carefully selected drinks list perfectly encapsulates the bar's unique blend of storied heritage and creative energy with inspired, carefully crafted cocktails and a range of fine wine and champagne. Cocktails feature innovative twists on classic combinations employed with modern technique. This is perfectly complemented by Anthony Demetre's new bar menu with snacks, lighter fare, and larger dishes. As well as oysters, cheese and charcuterie, dishes include Crab croquettes with rouille, Tempura courgette flowers with romesco sauce, and. Crisp buttermilk marinated chicken with wild garlic mayonnaise.







## PRIVATE DINING

The ideal private setting for a business lunch or social gathering for up to 16 guests. The Private Dining Room of Wild Honey St James has a contemporary and creative feel, surrounded by striking art pieces. With a fabric curtain, the space can be divided into two smaller intimate spaces.



## THE ROSE LOUNGE

The Rose Lounge sets a feminine tone with its cream and pink colour scheme, creating a fresh ambience complemented by stunning displays of fresh flowers. Opening onto the main hall, The Rose Lounge features a feminine décor with a subtle colour scheme of pink and cream, deep wool rugs and a fifties chandelier, creating a delicate and fresh ambience complemented by displays of fresh roses. Afternoon tea is served daily from 2:30pm until 6:00pm, inviting guests to indulge in a French inspired Le Gouter or take tea the traditional way, accompanied by freshly baked scones, finger sandwiches and delicate pastries.



# SPA AND FITNESS

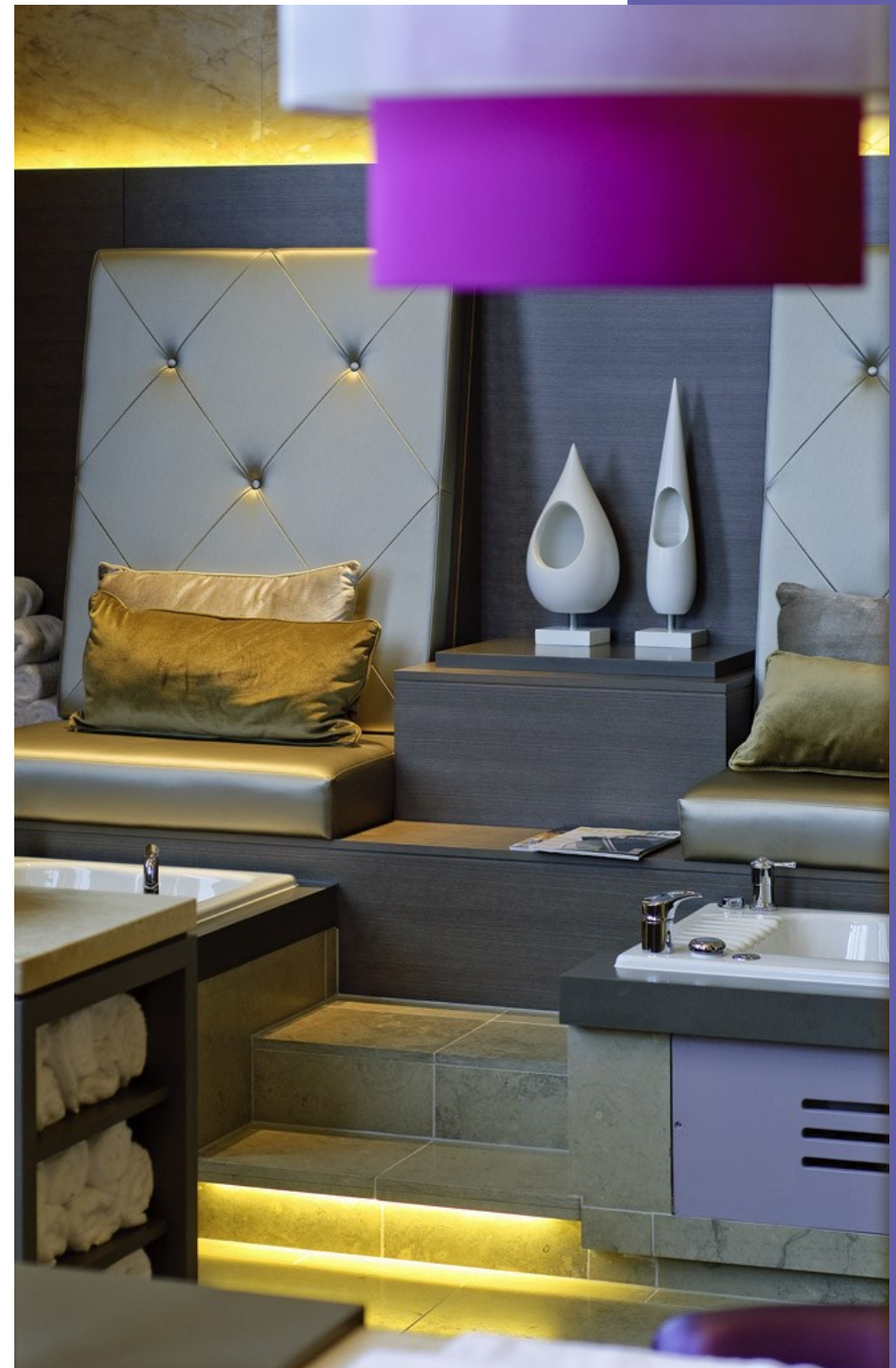
- Sofitel's signature MyBed™ massage tables
- 5 treatment rooms, including one duo room
- Zen Lounge
- 1 private hammam with a central heated marble treatment bed
- 1 Kohler Sok infinity bath and an Astorina bath with hydrotherapy jet
- 3 individual manicure stations
- 2 custom designed seats with integral foot spas for pedicure treatments

## SOFITEL SPA

Opened in July 2009, Sofitel Spa is a 392 square metre day spa designed by Sparcstudio. Distributed over three floors, the spa has retained the original features of the building with an elegant oak staircase, rose coloured marble walls, high plaster ceilings with intricate detailed decorative mouldings and Corinthian style marble columns.

A dark oak pavilion structure houses a social Tea Bar and retail boutique flooded with natural light coming from large windows, where guests can relax after treatments while enjoying a cup of tea. The spa journey begins with the view of a small French parterre style garden guarded by a large topiary French poodle, giving the space a very relaxing and refined ambiance.

So Well treatment rooms are decorated with gold leaf lined display niches and Wenge veneered bespoke designed wall furniture.





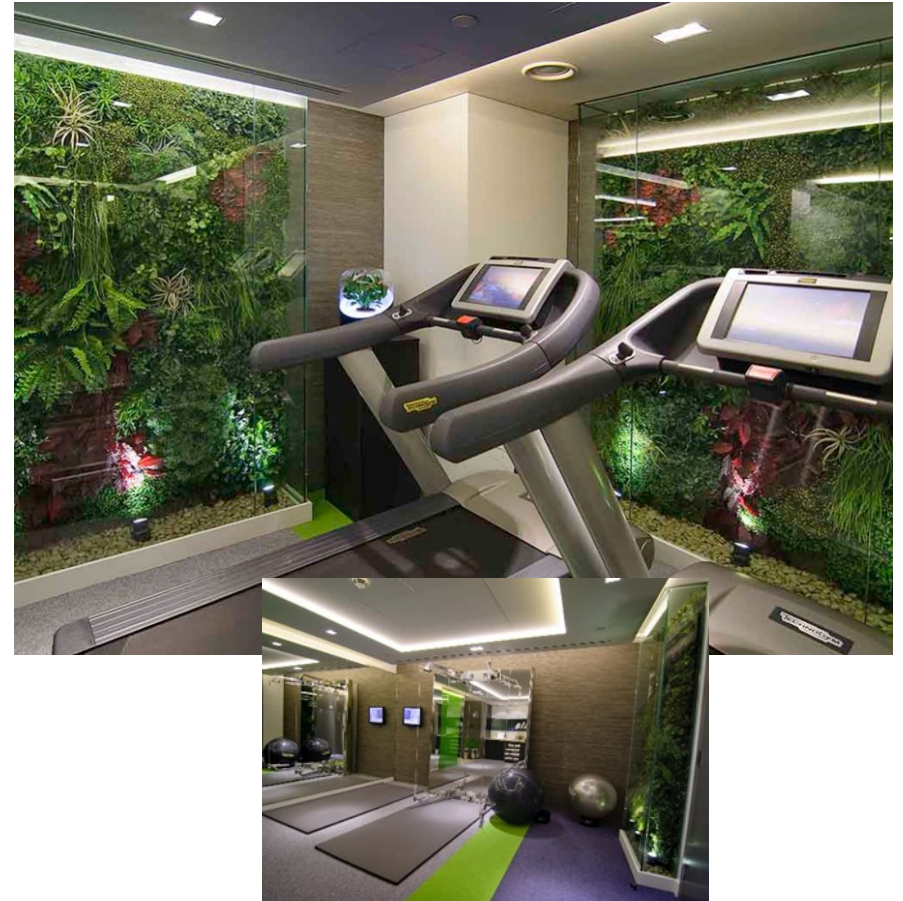
## SOFITEL FITNESS

- Enhanced by inclusion of AlphaSphere by Sha - a unique multi-sensory experience where specially composed sound structures and vibrations are perceived in a holistic sphere to entice the senses
- Bottled water, fresh fruit, newspapers and Hermes amenities provided
- Open 24 hours a day
- Offers most advanced fitness and wellness equipment with Technogym products at the cutting-edge of technology and design

## SPA PARTNERS

Carita and Cinq Monde are Sofitel Spa's natural partners. The expertise of Carita based on its uncompromising innovation and vision of luxury cosmetology is combined with the Cinq Mondes philosophy, mixing French refinement and inspiration from the best health and beauty traditions around the world.

On arrival, the client is guided through a unique and personalised spa journey. With the "French touch" spa menu inspired by gastronomy, clients can choose from starters, mains or desserts and even specials with signature treatments including the "Rejuvenating" facial and the "Exhilarating" massage created exclusively for Sofitel Spa. The "Martini and Manicure" is a glamorous way to enjoy a manicure with friends, and men might like to try the "Gentlemen's Escape" treatment.





# MEETINGS AND EVENTS

## MEETING FACILITIES

Sofitel London St James provide a unique venue to stage fruitful meetings and events with the famous French "art de recevoir" creating an entirely personalised experience. The hotel caters for all manner of functions from discreet board meetings to lavish banquets or weddings.

- Meeting and banqueting facilities for up to 200 guests
- One boardroom complete with own private dining room (seats 12)
- Rooms equipped with state-of-the-art audio visual facilities, including remote touch screen system to monitor the rooms, Wi-Fi, video conferencing for up to 12 people, glass screen with rear projection or LED screens

## MEETING SUITES

- Westminster Suite (up to 200 guests)
- Mayfair Suite (up to 100 guests)
- Piccadilly and Bloomsbury (up to 70 guests)
- Kensington Suite
- Belgravia Suite (up to 12 guests)
- Chelsea Suite (up to 8 guests)

## MEETING DESIGN

The conference and meeting rooms, all named after distinguished districts of London, were decorated by the interior designer, Sparcstudio. The rooms have a neutral light feel with walls lined with pale large contemporary stripes offset with other areas of rich plum and vibrant purple colours. A variety of beautiful decorative chandeliers formed from either translucent shards of porcelain or glowing crystal droplets add a glamorous feel to the spaces.





# LOCAL ATTRACTIONS

## LOCATION

Experience all that London has to offer, with many of the capital's renowned attractions just steps away, from world-class museums and iconic landmarks to fabulous shopping and unforgettable dining.

## ICONIC LANDMARKS

Sofitel London St James is minutes from London's iconic historical attractions, including Westminster Abbey, Big Ben, Buckingham Palace and Trafalgar Square.

## PARKS

Many of London's Royal parks are close to the hotel. Stroll through London's Royal parks, including St James's Park, Green Park, Hyde Park and Kensington Gardens. The Concierge Team is on hand to recommend the best picnic spots (luxury picnic hampers available upon request) or running routes for fitness enthusiasts.

## MUSEUMS AND GALLERIES

Experience boundary-breaking visual art at Tate Modern, or visit the Serpentine Galleries in Hyde Park. The hotel is close to West End museums, including the Saatchi Gallery, V&A and Tate Britain. For a truly inspired experience, visit nearby Aspley House featuring over 3,000 fine paintings.

## THEATRE

Centrally located and minutes from world-class theatre, including the Victoria Palace Theatre, Apollo Theatre, St James Theatre and The Royal Opera House.





# GENERAL MANAGER

## Marie-Paule Nowlis

Marie-Paule Nowlis was most recently hotel manager of Sofitel New York, responsible for operational and strategic execution of the 400-room branded flagship property. She held the position as of February 2016, during which time she was also acting general manager for 20 months.

Before moving to the United States in 2015, Nowlis held a number of top positions with Sofitel while based in Paris. Those include: vice president of guest experience and operations for Accor Luxury Brands in France; vice president of guest experience and operations for Sofitel – Europe, Middle East, Africa; brand director of Sofitel Legend; and project manager with Sofitel Worldwide. Nowlis was elevated to these roles after spending more than 18 years rising through the ranks of Sofitel properties, including the opening of the Sofitel Le Faubourg in Paris as Director of Operations. She began her career with the company at the Sofitel Strasbourg in 1989.

Nowlis holds an undergraduate degree in hotel and food service management, as well as a master's degree in human resources management, with honours. She is currently working toward earning her doctorate in business administration.





## ABOUT SOFITEL HOTELS & RESORTS

Sofitel Hotels & Resorts is an ambassador of modern French style, culture and art-de-vivre around the world. Established in 1964, Sofitel is the first international luxury hotel brand to originate from France with over 120 chic and remarkable hotels in the world's most sought-after destinations. Sofitel exudes a refined and understated sense of modern luxury, always blending a touch of French decadence with the very best of the locale. Sofitel's global brand promise, *Live The French Way*, pays homage to Sofitel's French origin, demonstrates the eternal allure of French style, and reinforces the brand's time-honoured position as an ambassador of French *art de vivre* around the world. The Sofitel collection includes such notable hotels as Sofitel Paris Le Faubourg, Sofitel London St James, Sofitel Munich Bayerpost, Sofitel Rio de Janeiro Ipanema, Sofitel Washington DC Lafayette Square, Sofitel Sydney Darling Harbour and Sofitel Bali Nusa Dua Beach Resort. Sofitel is part of Accor, a world-leading augmented hospitality group offering unique and meaningful experiences in 4,800 hotels, resorts, and residences across 100 countries.



### Press contacts:

Nicole Lovett  
Amy Sefton at LUCHFORD  
[sofitelLSJ@luchford.com](mailto:sofitelLSJ@luchford.com)

Sarah Wilson  
Director of Communications  
- Accor, Northern Europe  
[Sarah.WILSON@accor.com](mailto:Sarah.WILSON@accor.com)

### Social Channels

Facebook:  
@SofitelLondonSaintJames  
@WildHoneyStJames

Twitter:  
@SofitelLondonSJ  
@ WildhoneySJ

Instagram:  
@sofitellondon  
@WildHoneyStJames  
@ StJamesBarLondon

### Hashtags to be used for the hotel:

#SofitelLondonStJames  
#SofitelMoments  
#SofitelWorld  
#LiveTheFrenchWay  
#ServiceFromTheHeart  
#JoieDeVivre

