

PRESS KIT



SOFITEL
London St James

SOFITEL
LUXURY HOTELS

Sofitel London St James

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 sq ft. Grade II listed building, owned by the Crown Estate represents one of the most prestigious hotel addresses in London.

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.



Sofitel London St James

Luxury and history combined in the heart of London

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.

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 calligrapher Claude Médiavilla, one of the outstanding masters in the field.

Throughout its design, Sofitel London St James combines French modernism and British old-world elegance where traditional and contemporary elements intertwine as one.

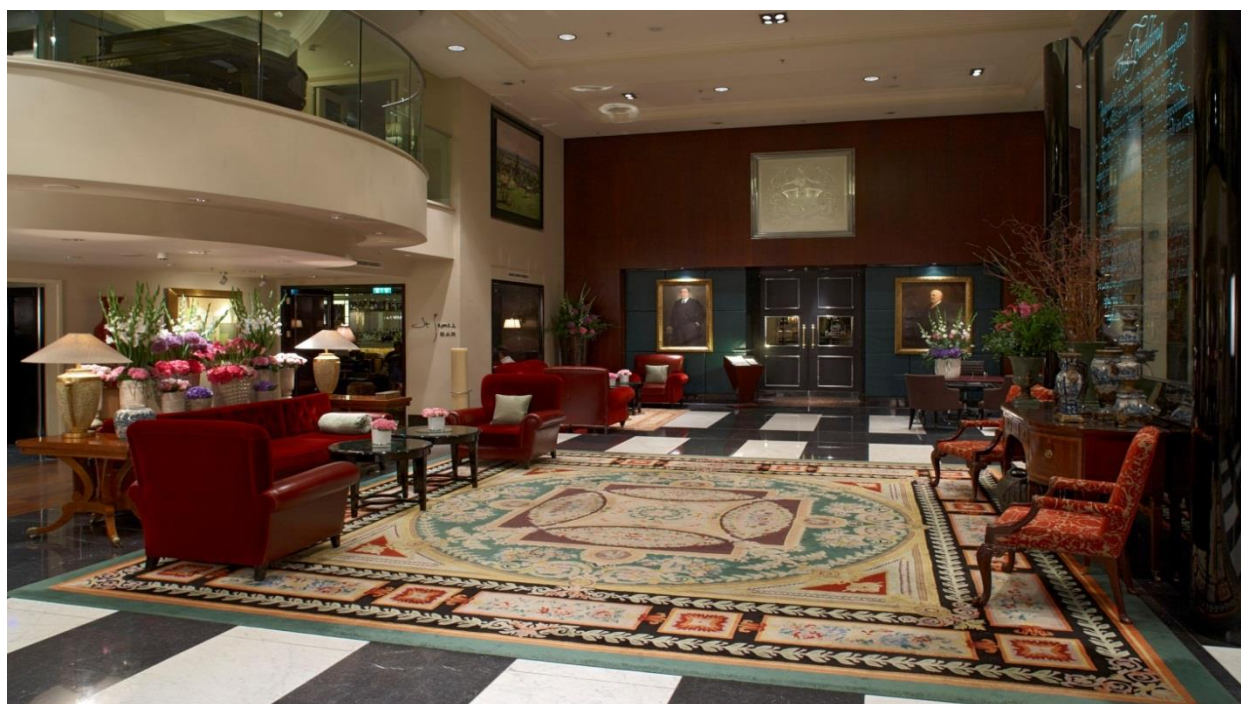


The Lobby

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 Lobby - © T. Harris

The leather paneling 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, 84 luxury rooms, 10 junior suites, 7 prestige suites and a royal suite.

All the rooms are decorated in natural colour schemes to create a comfortable and warm atmosphere. The thick wool carpets in matching colour tones and oversized headboards with integral lighting further complete the elegant look. The clean, simple modern lines of the furniture and black and white prints of Paris and London framed in dark wood add a distinctly art-deco twist.

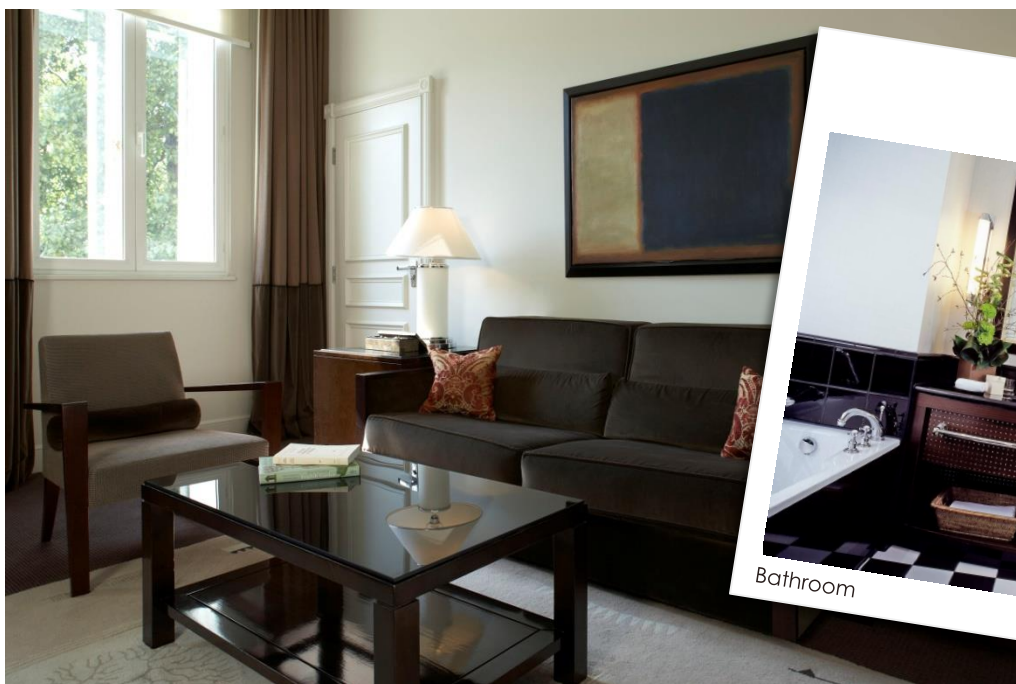


Luxury Room - © T. Harris

Guestrooms

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 also feature the natural colour schemes found in the guestrooms, and are complemented with a comfortable sofa or an art deco style armchair and pouffe.

All the rooms feature MyBed™, the concept created by Sofitel, to offer the guests a rare chance to sleep like a baby, making every night a unique experience. The rooms are further enhanced by high definition flat screen television with 100 channels and a library of 80 movies, broadband and WiFi internet access, coffee and tea facilities, iron and ironing boards.

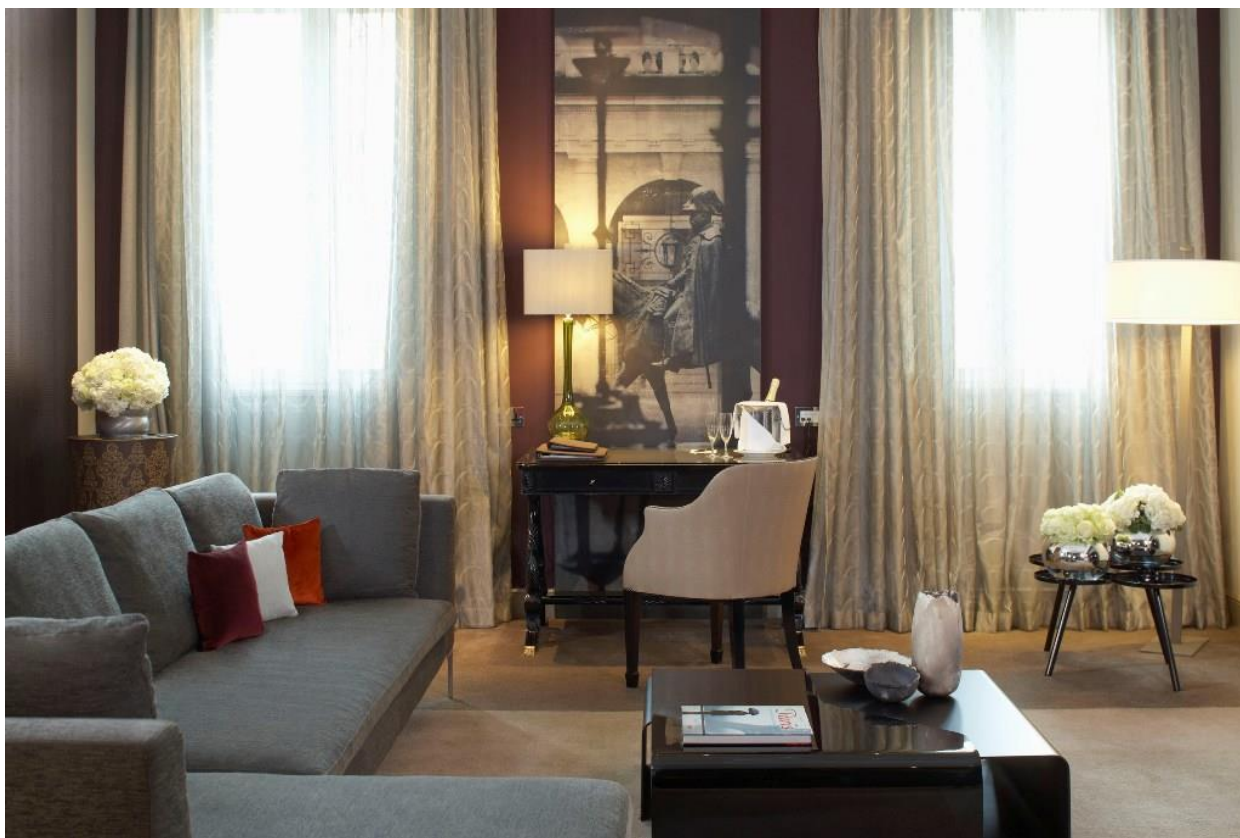


Prestige Suite Lounge - © T. Harris

Lord Laurence Olivier Suite

Inspired by the statue of Edward VII on Waterloo Place, the French interior designer, Christophe Daudré, has redesigned the royal suite giving a new vision of modernity while keeping the classic architectural frame.

With talented craftsmen, the ceiling mouldings have been transformed into contemporary shapes to echo those of the amazing mirror by designer Hubert Legal. Taking inspiration from the 19th century spectacular portraits, huge photos taken in the Edward VII theatre in Paris have been used to cover the sliding doors of the royal suite .



Royal Suite - © T.Harris

To give a feel of continuity between the reception rooms and the bedrooms, the fabrics have been chosen within one range of colours that creates a very cosy atmosphere.

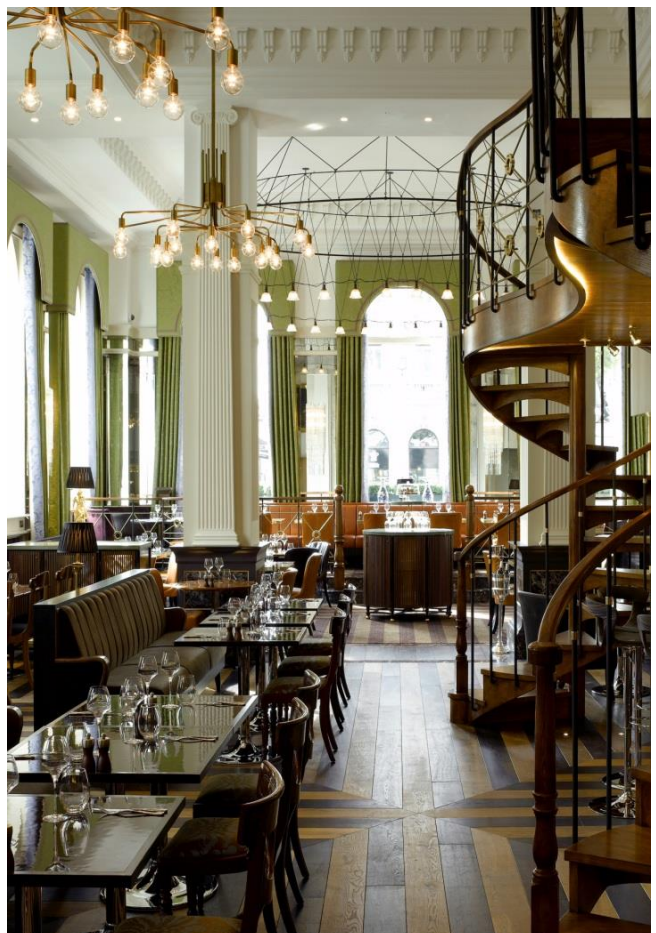
From the former royal suite, the striking Murano central light has been kept and adorned with a silver fabric, creating an offbeat ambience in the bedroom, while a mother-of-pearl wall has been positioned above the bathtub to give a feminine touch to the bathroom.

The Balcon

Designed in collaboration with Russell Sage Studios, the 100-cover brasserie has its own entrance at 8 Pall Mall.

The Balcon features double height ceilings with design details such as ornate columns set with gilt and marble, oak and ebony striped wooden flooring and matching carpet, tan leather and mahogany dining chairs with resin topped tables. Giving a sense of theatricality, two impressive oak spiral staircases shelter the champagne tasting table. Foxed glass mirrors, lilac and lime Gainsborough silk drapes with a crown motif, frame large arched windows overlooking Waterloo Place and Pall Mall.

The Balcon is an all day dining destination; perfect for breakfast, lunch and dinner, it is also ideal for a morning tea and savouries, a tasty plate of charcuterie or an afternoon tea with a French touch. The menu blends French and British traditions, styles and ingredients, whilst combining innovation and a modern twist to effectively link the two cultures.



The Balcon - © J.Smith

The private dining room is separated from the brasserie by silk curtains. This exclusive room, seating 18 people, features a gold leaf ceiling with gold pendant light shades and is decorated with beautiful antique concave mirrors.

The St James Bar

The St James Bar takes its inspiration from Coco Chanel's 1920's apartment, and features walnut framed panels of lilac silk, opening out to reveal a black chinoiserie. Shagreen and kinon topped tables, French antique gilt chairs, along with mahogany leather deep blue mohair banquettes and contemporary prints by Blek Le Rat decorate the room.

A stunning amethyst topped bar, clad in oyster cut walnut, with Edwardian-style salmon skin bar stools, complete the décor while a collection of antique lamps with gold rimmed shades light the space.

Witty reminder of the Cox's and King's Bank, a large Thierry de Crosmieres' painting of a Duke with the head of a cockerel is on display on the decorative gold studded ceiling.

The St James Bar can be accessed from both the lobby and The Balcon through a corridor lined with a regency-gothic style cabinet of Cognacs and prints by the satirical cartoonist Ronald Searle.

The Bar Manager has created an original cocktail list, a bar menu is also available all day long with main courses, plates to share or just light dishes to enjoy before an evening to the theatre.



St James Bar - © J.Smith

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 and the sound of a harp.

Ideal place to unwind, The Rose Lounge houses the hotel's library where guests can choose from many books on French and English culture, the attractions of London and the history of the English rose.

In these delicate surroundings, guests can enjoy an English afternoon tea with a sophisticated French twist where traditional finger sandwiches sit alongside three different varieties of scones served with Devonshire clotted cream and rose scented raspberry jam. Offered with a selection of teas from around the world, the afternoon tea also comes with an impressive selection of French pastries.

A sanctuary in the heart of London, The Rose Lounge provides an informal yet elegant meeting place to enjoy some respite and relaxation.



The Rose Lounge

So SPA

Opened in July 2009, So SPA is a 392 square meter 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 SPA - © G. Aitken

Featuring Sofitel's signature MyBed™ massage tables, the five So Well treatment rooms, including one duo room, are decorated with gold leaf lined display niches and Wenge veneered bespoke designed wall furniture. So SPA also houses a private hamam with a central heated marble treatment bed, a Kohler Sok infinity bath with chromotherapy and an Astorina bath with hydrotherapy jet in a room flooded by natural daylight.

Separated from the Tea Bar and retail boutique by decorative screens, So SPA features three individual manicure stations and two custom designed seats with integral foot spas for pedicure treatments.

So SPA

Carita and Cinq Mondes have been chosen as the natural partners for the spa.

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.

Enhancing Sofitel So SPA's philosophy of wellbeing, Marisa Berenson products and treatments offer a natural and holistic approach to beauty.



So SPA - © G. Aitken

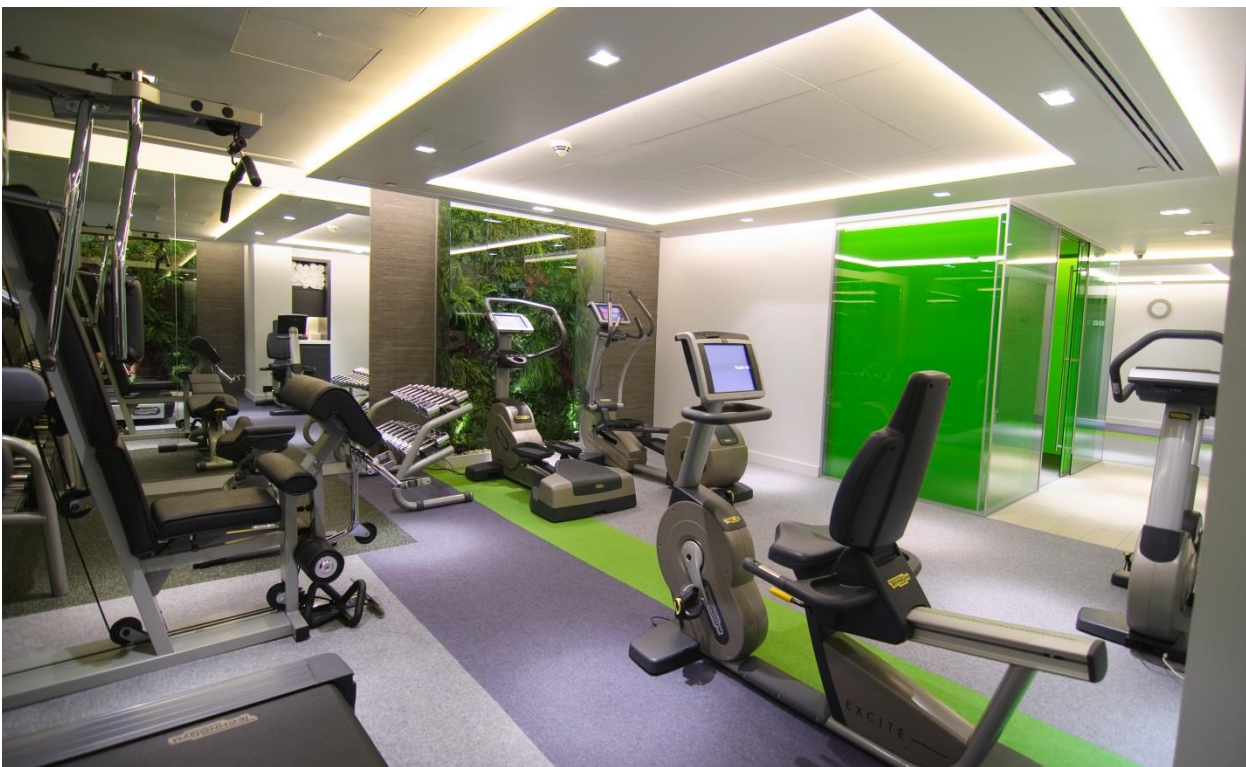
On arrival, the client is guided through a unique and personalised spa journey. With the "French touch" spa menu inspired by gastronomy, clients can choose from starters, mains or desserts and even specials with signature treatments including the "So Rejuvenating" facial and the "So Exhilarating" massage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

So FIT

The fitness centre, So FIT, open 24 hours a day, offers the most advanced fitness and wellness equipment with Techno-gym products at the cutting-edge of technology and design. Giving a fresh and dynamic ambiance to the space, the So FIT gym is decorated with soothing colours and walls of greenery.

The fitness centre is further enhanced by the inclusion of an AlphaSphere, a unique multi-sensory experience where specially composed sound structures and vibrations are perceived in a holistic sphere to entice the senses.

Guests can perform a full workout, or just re-charge their batteries in luxurious gym surroundings, with bottled water, fresh fruit, newspapers and Hermes amenities to complete the experience.



So FIT - © G.Aitken

Meeting Facilities

To cater for all manner of functions from discreet board meetings to lavish banquets or weddings, the hotel provides meeting and banqueting facilities for up to 180 guests and a boardroom with its own private dining room accommodating up to 12 people.

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.



Meeting Rooms - © G.Aitken

All the rooms are equipped with state-of-the-art audio visual facilities, such as remote touch screen system to monitor the rooms, WiFi, video conferencing for up to 12 people, glass screen with rear projection or LCD screens.

Sofitel London St James provide a unique venue to stage fruitful meetings and events with the famous French "art de recevoir" and the InspiredMeetings™ concept which creates an entirely personalised experience.

