



Where
life lives with a
French zest

S O F I T E L

LONDON ST JAMES



Welcome

From the outside, a neoclassical triumph of British architecture, embodying the prestige of one of London's most exclusive addresses. Step inside, and prepare for some delightful surprises.

Here, the grandeur of British design meets the chic flair of Parisian elegance. The classic sophistication of the West End is seamlessly blended with playfulness — a signature of Sofitel's style. Every detail speaks to what you love about London, elevated by a touch of Parisian *je ne sais quoi*.

Our rooms are vibrant sanctuaries where timeless luxury merges with modern creativity. The Rose Lounge is an elegant nod to a Wes Anderson film, inviting you to linger in its whimsical charm. Meanwhile, our St James Bar offers a cosy yet cosmopolitan retreat, a stylish hideaway from the bustling streets of London.

With exceptional cuisine, impeccable service, and a *savoir-faire* that unites the best of British tradition with the finesse of French hospitality, Sofitel St James is your sanctuary in the heart of London — whether you're here for business or pleasure. We can't wait to welcome you.





What's on

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TRENDS OF THE NEIGHBOURHOOD

Immerse yourself in the best of London, where its iconic attractions are right on your doorstep. From world-class museums and historic landmarks to premier shopping and exquisite dining, everything you could want is just moments away.

- Our hotel boasts views of Waterloo Place, renowned for its war memorials and the statue of Florence Nightingale. This elegant square is bordered by grand buildings designed by John Nash, the celebrated Regency architect, and is named after the 1815 Battle of Waterloo, which marked Napoleon's defeat.
- You might recognize Waterloo Place from films like *The Omen*, *The Bourne Ultimatum*, *Cruella*, and *Harry Potter at Piccadilly Circus*.
- Within a one-minute walk, you'll find over London's top theatres and shopping districts.
- Just behind us, the Haymarket Theatre is London's oldest theatre still in operation.
- It's said that the Duke of Westminster once adorned lampposts throughout Westminster with the Coco Chanel symbol. Rumour has it that Hugh Grosvenor, who was infatuated with Chanel during the 1920s, made numerous marriage proposals to her.
- A five-minute stroll will bring you to the National Gallery, home to one of Leonardo da Vinci's masterpieces.
- Nearby Jermyn Street boasts more Royal Warrants than any other street in London, recognizing businesses that have provided goods or services to the Royal Family for at least five years.
- Just a short walk away, the picturesque St James is home to three resident pelicans, adding a touch of charm to your visit.



TRANSPORTATION LINKS

Tube

- Piccadilly Circus: Bakerloo Line, Piccadilly Line
- Charing Cross Line: Northern Line, Bakerloo Line

Train - all approximately 15 minutes by tube

- London Victoria
- London Euston
- London Paddington
- St Pancras International

Airport - all approximately 50 minutes by tube

- London City
- London Heathrow
- London Gatwick



History & Design

History



Sofitel London St James

If Sofitel London St James's walls could talk, they would weave tales of London's elite society and timeless elegance.

The story begins in 1923, when the Grade II-listed building, designed by E. Keynes Purchase and Durward Brown, first took shape. Constructed as the headquarters for a distinguished army banking agency, Cox and Company, it was part of John Nash's grand vision for Regent Street—an area still renowned for its elegant listed buildings, luxury boutiques, and gentlemen's clubs.

During World War II, the building housed a bomb-proof room where the King's stamp collection was safeguarded. Over time, Cox and Company evolved into Cox's and King's before eventually merging with Lloyds Bank. For decades, the building remained under the stewardship of bankers until Sofitel recognised its hidden potential and, in 2002, began a transformation into a 125,000-square-foot luxury 5-star hotel.

A glass plaque commemorates the building's rich history, while its neoclassical architecture preserves the legacy of the past amidst contemporary design and modern amenities.

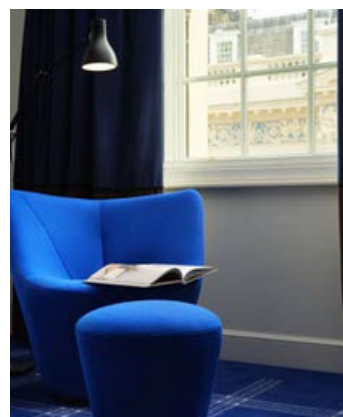
The hotel's storied walls have even witnessed brushes with royalty.

Design

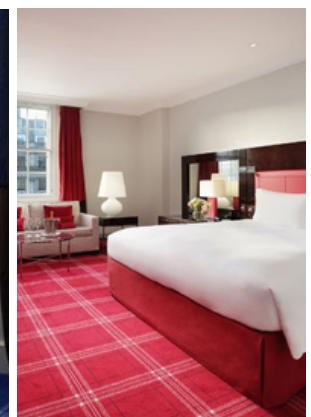
In the 2020 renovation, renowned French interior designer Pierre-Yves Rochon reimagined the hotel's interiors, seamlessly blending neoclassical elegance with modern British flair. The result is a contemporary yet distinctly British design that preserves the building's historic character while introducing playful, vibrant touches. The updated guest rooms and select suites draw inspiration from London's dynamic 1960s Pop Art scene, embodying the era's edgy, creative, and hedonistic spirit. The décor fuses French sophistication with traditional British elements, creating a unique cross-cultural design.

Key design highlights include:

- Each room showcases a collection of pop art pieces by London-based artists, reflecting the city's artistic heritage.
- The iconic 'Mushroom Chair' by 1960s French designer Pierre Paulin adds a retro-chic touch to each room.
- The carpets draw inspiration from classic UK designs, particularly the timeless association with Scotland.
- Featuring chrome-plated fixtures and black-and-white tiles, most bathrooms are equipped with both a walk-in shower and a separate bathtub for luxurious comfort.
- All rooms and suites feature the exclusive Sofitel MyBed™—a feather-filled mattress designed to offer the feeling of sleeping on a triple-layer duvet. This signature comfort can even be experienced in the La Première first-class service by Air France.
- In partnership with Diptyque, the French parfumerie, refillable dispenser toiletries are provided in every room, offering luxurious quality while supporting sustainability.



'The Mushroom Chair'
Pierre Paulin



Red Junior Suite





Facilities

183 GUEST ROOMS AND SUITES

INCLUDING:

8 CLASSIC ROOMS

69 SUPERIOR ROOMS

35 LUXURY KING

21 LUXURY TWIN

29 LUXURY PREMIUM

4 STUDIO SUITES

9 JUNIOR SUITES

2 DELUXE SUITES

4 PRESTIGE SUITES

1 ST JAMES SUITE

1 OPERA SUITE

5 DINING AND ENTERTAINMENT

VENUES:

WILD HONEY ST JAMES - MICHELIN STAR

BISTROT AT WILD HONEY

ST JAMES BAR

THE ROSE LOUNGE

BISTROT ON THE TERRACE

SUMMER POP UP

OTHER FACILITIES:

SOFITEL SPA

SOFITEL FITNESS

10 MEETING ROOMS

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Discover this stunning address, blending art and French flair, situated in the heart of the *beautiful city of London*.



Luxury Premium green room

Rooms & Suites

The hotel offers 183 rooms, including 21 suites, each thoughtfully designed by Pierre-Yves Rochon, a master in luxury hospitality design. Expect the unexpected as Pierre-Yves Rochon blends classic elegance with contemporary flair.

Every room features iconic touches like the Pierre Paulin Mushroom Chair and a dining table, alongside modern comforts such as a SMEG kettle and Nespresso coffee machine. The bathrooms are equally refined, equipped with both a bathtub and a built-in shower, complemented by sustainable Diptyque amenities.



Detail shot in a blue superior room



CLASSIC QUEEN ROOMS

- 23 m2 / 247 ft2
- Queen-size exclusive Sofitel MyBed™
- En-suite bathroom
- Diptyque amenities
- [Find out more](#)



SUPERIOR KING ROOMS

- 26 m2 / 279 ft2
- Residential atmosphere
- Queen-size exclusive Sofitel MyBed™
- Diptyque amenities
- [Find out more](#)



KING LUXURY ROOMS

- 32 m2 / 344 ft2
- Residential atmosphere
- King-size exclusive Sofitel MyBed™
- Interconnecting room upon request
- Diptyque amenities
- [Find out more](#)



TWIN LUXURY ROOMS

- 32 m2 / 344 ft2
- Residential atmosphere
- King-size exclusive Sofitel MyBed™
- Interconnecting room upon request
- Diptyque amenities
- [Find out more](#)



PREMIUM LUXURY ROOMS

- 32 m2 / 344 ft2
- Residential atmosphere
- King-size exclusive Sofitel MyBed™
- Interconnecting room upon request
- Diptyque amenities
- [Find out more](#)



STUDIO KING SUITES

- 35 m2 / 376 ft2
- Residential atmosphere
- King-size exclusive Sofitel MyBed™
- Lounge area with coffee table and sofa
- Large bathroom with bath and separate rainfall shower
- Interconnecting room upon request
- Diptyque amenities
- [Find out more](#)



JUNIOR KING SUITES

- 35 m2 / 376 ft2
- Residential atmosphere
- King-size exclusive Sofitel MyBed™
- Lounge area with coffee table and sofa
- Large bathroom with bath and separate rainfall shower
- Interconnecting room upon request
- Diptyque amenities
- [Find out more](#)



DELUXE KING SUITES

- 60 m2 / 645 ft2
- Residential atmosphere
- King-size exclusive Sofitel MyBed™
- Separate lounge and dressing area
- Large bathroom with bath and separate rainfall shower
- Interconnecting room upon request
- Diptyque amenities
- [Find out more](#)



PRESTIGE SUITES

- 60 m2 / 645 ft2
- Offering views of Waterloo Place or Pall Mall
- Traditional style
- King-size exclusive Sofitel MyBed™
- Separate lounge area
- Large bathroom with bath and separate rainfall shower
- Diptyque amenities
- Interconnecting room upon request
- [Find out more](#)



ST JAMES SUITE

- 79 m2 / 850 ft2
- Traditional style
- Separate lounge and work area
- Possibility of connecting to a Junior Suite to create a two-bedroom suite
- King-size exclusive Sofitel MyBed™
- Separate lounge area
- Large bathroom with bath and separate rainfall shower
- View of Waterloo Place
- Diptyque amenities
- Interconnecting room upon request
- [Find out more](#)



OPERA SUITE

- 109 m2 / 1173 ft2
- Traditional style
- Private apartment with a living room, dining room and kitchen
- King-size Sofitel MyBed™
- Separate lounge area
- Large bathroom with bath and separate rainfall shower
- Diptyque amenities
- Private kitchen with separate entrance
- Dining room for up to 12 guests
- Cloakroom
- [Find out more](#)



Wild Honey St James

Food & Beverage

WILD HONEY ST JAMES

MICHELIN-STARRED WILD HONEY ST JAMES, established in spring 2019 by chef Anthony Demetre, builds on the legacy of his acclaimed Wild Honey in Mayfair. Located on a prominent corner site in Pall Mall, the restaurant offers a modern European dining experience set within a striking space designed by Jim Hamilton.

Wild Honey St James presents a daily changing menu combining classic French techniques with the finest seasonal British produce. Each dish reflects Anthony Demetre's innovative approach to modern European cuisine.

The drinks menu features a distinctive highlight: Anthony's own Wild Honey Vermouth, a complex blend of 19 botanicals, including floral, bitter, aromatic, and earthy notes. The bar also boasts the signature cocktail, "I Am Very Specific with My Negroni."



BISTROT AT WILD HONEY

BISTROT AT WILD HONEY is a new concept introduced in April 2024. It transforms the former Wild Honey bar space into a charming neighbourhood wine bar and dining destination focused on bistro.

This relaxed bistro offers a menu rich in French bistro traditions. The offerings also include a daily-changing Plat du Jour and a selection of Aperitifs of the Week.

Adding to its appeal, the Cinq à Sept offers exceptional value with a glass of wine and a choice of croquettes.



Bistrot at Wild Honey



Bistrot on the Terrace

BISTROT ON THE TERRACE

BISTROT ON THE TERRACE is our seasonal pop-up that welcomes guests from May to September each year. Perched with panoramic views of the majestic heritage buildings and statues of Waterloo Place, it offers an unforgettable setting.

Guests can enjoy a refined al fresco experience with expertly crafted lunches and dinners, complemented by a carefully curated wine list and bespoke cocktails.



THE ROSE LOUNGE

THE ROSE LOUNGE offers a serene escape from London's lively streets, immersing guests in a sensory experience of afternoon tea.

Head Pastry Chef Lerrick Coelho crafts an exquisite selection of delicate pastries, savoury sandwiches, and aromatic teas, all infused with subtle notes of rose, lime, honey, and vanilla.

Chef Coelho's creations provide a sensory journey that mirrors the elegant aroma of perfume, with past highlights including themed afternoon teas inspired by Memo Paris, Balmain Fashion and Diptyque.

In partnership with Camellia's Tea House, a renowned British artisan tea company, The Rose Lounge features an array of innovative fusion teas. Don't miss our exclusive Sofitel Royal Blend and The Rose Lounge Signature Tea.

Our Children's Afternoon Tea provides a playful, theatrical experience with smoothies, finger sandwiches, and a biscuit canvas for edible painting, ensuring that the joy of afternoon tea extends to guests of all ages.

We also offer 'Little Chef' pastry classes for children. Guests can check with our reception for the schedule and pricing.

Afternoon Tea is served Friday to Sunday, from 12 pm to 4 pm.



The Rose Lounge





ST JAMES BAR

ST JAMES BAR offers a sophisticated escape with its warm lighting, reflective antique mirror tables, and sumptuous mohair velvet banquettes.

The bar is the perfect backdrop to savour our innovative cocktail menu, 'Taste of the World', which promises to transport guests to various corners of the globe. Stay tuned for our new seasonal cocktail menu launching in October.

Designed by Jim Hamilton, the bar provides a cinematic, day-to-night retreat, allowing you to unwind in cosy and inviting surroundings.

The ambience is further enhanced by the antique brass mesh wallpaper backdrop, which casts a gentle light behind the seating, evoking the charm of classic French cocktail bars and cinemas.

A standout feature is the iconic oil painting on the ceiling, a playful yet sophisticated portrait by Thierry de Cromières. This 18th-century English-style depiction of a British officer, complete with a rooster's head, elegantly bridges the heritage of France and Britain, adding a unique touch to our space.



St James Bar



From a Turkish hammam to facials and a relaxation room, our spa offers a wealth of wellness experiences, tailor-made to suit your every need *and soothe your very soul.*

Sofitel Spa and Fitness

SOFITEL SPA

SOFITEL SPA provides a serene retreat in the heart of London. Renowned as the 'home of the facial,' Sofitel SPA features the expertise of skincare pioneer Su-Man, whose transformative treatments have refreshed Hollywood stars like Juliette Binoche.

Guests can indulge in an award-winning HydraFacial, enjoy luxurious Codage and Les Jardins Sothys treatments, and unwind with expertly executed massages. From a Turkish hammam and jacuzzi to a relaxation room, Sofitel SPA provides a comprehensive range of bespoke well-being experiences designed to meet every need.

The spa is housed in one of the former vaults of Cox & Kings Bank, preserving the original ceiling and adding historical charm to the modern wellness experience.

SPA FACILITIES:

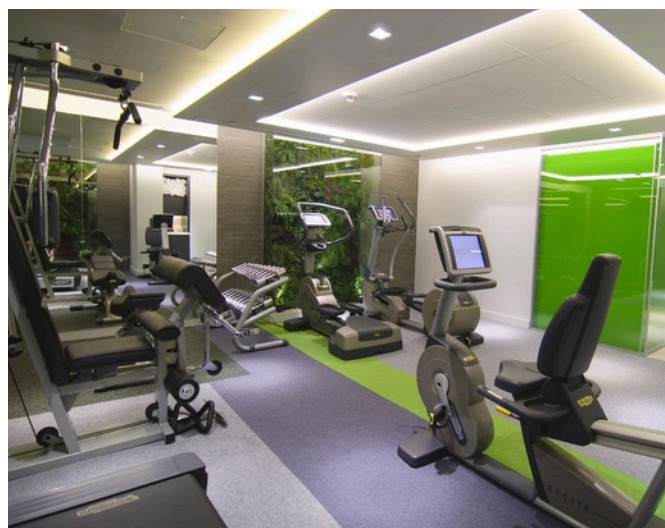
- Sofitel's Signature MyBed™ Massage Tables: Experience ultimate relaxation with our state-of-the-art massage tables.
- Five Luxurious Treatment Rooms: Including a dedicated couples' suite for shared indulgence.
- Zen Lounge: A serene space for pre- and post-treatment relaxation.
- Private Hammam: Enjoy a bespoke hammam experience with a centrally heated marble treatment bed for the ultimate comfort and warmth.
- Hydrotherapy Baths: Unwind in the Kohler Sok infinity or Astorina bath, each equipped with soothing hydrotherapy jets.
- Manicure Stations: Three individual stations designed for a refined nail care experience.
- Custom Pedicure Seating: Two specially designed seats with built-in foot spas for a luxurious pedicure treatment.



Sofitel Spa



SOTHYS PARIS **hydracial** **CODAGE** PARIS



Sofitel Fitness

SOFITEL FITNESS

Located on the hotel's first floor, our fitness centre is accessible to guests 24 hours a day. The facility has a wide range of Technogym equipment, free weights, and exercise balls, with personal trainers available upon request.

We also offer the latest wellness technology: the AlphaSphere by Sha chair, which provides a multi-sensory experience using vibrations and UV light.

The gym is stocked with fresh fruit, snacks, water, and towels for your convenience. Jogging maps are available at the concierge desk, and our porters are on hand to provide fresh water, face towels, and a protein bar upon your return to the hotel.



Catering for all manner of functions, from discreet board meeting to lavish banquets, Sofitel London St James provides meeting and banqueting facilities for up to 200 guests.

Meeting and Events

Whether you're hosting a discreet board meeting, a grand banquet, or a memorable wedding, our venues cater to all functions.

Our versatile event spaces include ten multi-functional rooms featuring three boardrooms and expansive meeting areas. We can accommodate up to 200 guests in a single space, offering a variety of seating arrangements and stage setups.

For larger events, a private entrance from Waterloo Place provides a unique opportunity for personalised branding and exclusivity. The venue also features separate staircases at each end, allowing for the simultaneous hosting of multiple events with enhanced privacy.

Our state-of-the-art audiovisual equipment includes two impressive 98-inch TV screens in the Westminster Suite and C-touch interactive screens in our smaller boardrooms.

The spacious foyer areas, furnished with comfortable sofas, are perfect for relaxing breaks and hosting drinks receptions, ensuring attendees' refined and enjoyable experience.

[MEETING BROCHURE CLICK HERE](#)



Private Dining Room

WEDDINGS

Begin your happily ever after with us. Located within our stunning Grade II-listed surroundings and just a stone's throw from St James's Park and Buckingham Palace, your special day will be framed by some of the most beautiful backdrops imaginable.

Beyond the breathtaking setting, our expert wedding designer excels in the art of hospitality, ensuring that every moment—from the grand entrance to the smallest detail—is crafted into a cherished memory.

[WEDDING BROCHURE CLICK HERE](#)



Meetings and Events

SOFITEL MEETING VENUES

- Piccadilly & Bloomsbury (up to 70 guests)
- Westminster Suite (up to 200 guests)
- Mayfair Suite (up to 32 guests)
- Kensington Suite
- Belgravia Suite (up to 12 guests)
- Chelsea Suite (up to eight guests)

PRIVATE DINING

Our Private Dining Room, elegantly situated next to Bistrot at Wild Honey, accommodates up to 16 guests in a refined atmosphere, making it ideal for both business meals and social gatherings.

Additionally, all our spaces—including the Sofitel Spa reception, St James Bar, The Rose Lounge, Wild Honey St James, and Bistrot at Wild Honey—are available for private or semi-private hire, offering versatile options for any event.





Sustainability Endeavours

Our hotel is dedicated to advancing sustainability through three key pillars: eliminating single-use plastics, minimizing and managing waste, and fostering awareness among both employees and guests.

WATER INITIATIVES



We are actively reducing our reliance on bottled water by introducing refillable bottles and Brita water filter systems across all food and beverage outlets. Additionally:

- Our Brita water filtering system is available throughout all our outlets.
- In 2023, we installed an Orca machine, which processes up to one tonne of food waste daily, converting it into environmentally safe water. This water is then safely directed into the sewage system via a grease interceptor.

SUSTAINABLE WASTE HANDLING



We are committed to sustainable waste management through effective waste segregation and the introduction of an ORCA machine for eco-friendly food waste processing. To date, we have processed 51.5 tonnes of waste sustainably. Our initiatives include:

- St James Bar: Reusing hotel coffee grounds to craft our own coffee liqueur.
- Guest Rooms: Offering refillable Diptyque amenities with sustainable packaging for all toiletries.
- Single-Use Plastics: Completely eliminated from all guest rooms as of 2022.

LOCAL AND ORGANIC SUPPLIERS



We are committed to partnering with and supporting local and organic suppliers, empowering them whenever possible. Highlights of our dedication include:

- Wild Honey St James: Our restaurant features a daily changing menu that highlights local and seasonal produce, reducing food waste.
- Bakery Items: We source our bakery products from Flourish Craft Bakery, a family-owned London establishment located just 20 miles (one hour) from the hotel. Their offerings embody the essence of local quality and craftsmanship.

ACHIEVEMENTS



- Green Key Certification: In 2023 and 2024, we were awarded the Green Key Certification, a prestigious mark of excellence in environmental responsibility and sustainable operations within the tourism industry.
- EarthCheck Certification: We achieved EarthCheck Bronze status in 2023 and are actively working towards attaining EarthCheck Silver certification by 2024.
- HSMAI Europe Awards: Sofitel London St James was a finalist for the Sustainability Award at the HSMAI Europe Awards.

AWARDS AND ACCOLADES

- Bar Magazine Awards: Best Venue Manager of the Year (2024)
- HSMAI Europe Awards 2024:
 - Finalist for Sustainability
 - Finalist for Sales Professional of the Year
- Michelin Star: Awarded to Wild Honey St James restaurant (2024)
- Good Spa Guide Awards: Finalist for Best City Spa (2024 – winner yet to be announced)
- Travel and Hospitality Award: Excellence in Contemporary Cuisine in England for Wild Honey St James (2024)



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