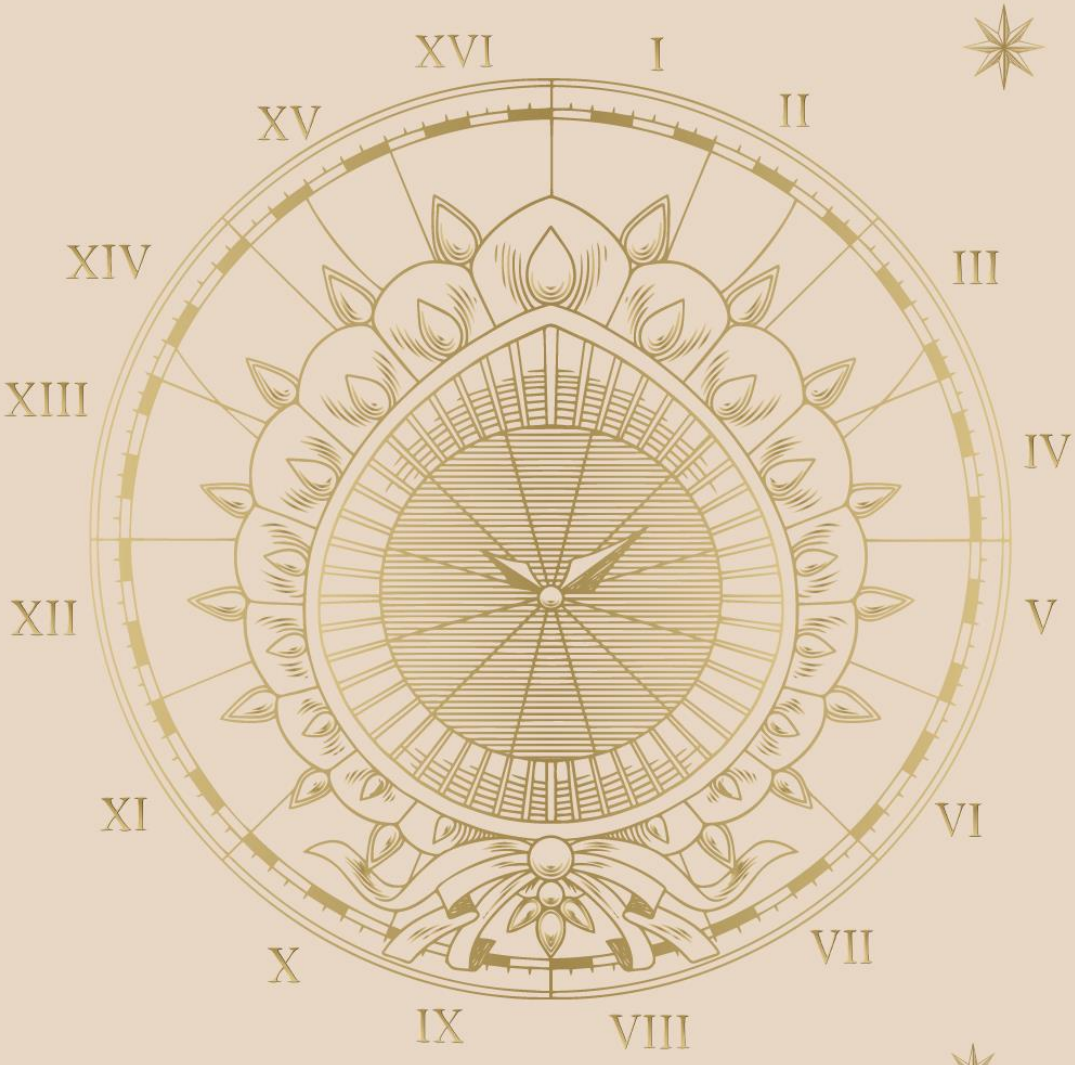


BVLGARI

HOTEL LONDON

BVLGARI
HOTEL LONDON

SUMMARY

OVERVIEW AND DESTINATION 3

ARCHITECTURE AND DESIGN 6

THE SILVER THEME 10

ROOMS AND SUITES 15

RESTAURANTS AND BAR 18

SPA AND FITNESS 21

MEETINGS AND PRIVATE EVENTS 23

HOTEL HIGHLIGHTS 25

HOTEL FACTSHEET 27

BVLGARI

HOTEL LONDON

OVERVIEW AND DESTINATION

BVLGARI

HOTEL LONDON

OVERVIEW AND DESTINATION

OVERVIEW

On 28th May 2012 Bvlgari Hotel London opened in the heart of central London's most prestigious area, Knightsbridge, as the first brand new luxury hotel built in the city for 40 years. Bvlgari Hotel London pays tribute to Bvlgari's silversmith origins and Britain's noble manufacturing traditions with an understated, elegant design concept with silver forming the underlying theme of the design. The sleek architecture and refined interiors are designed by Antonio Citterio Patricia Viel, coupling Bvlgari glamour and heritage with sustainable design features and state of the art technology. Many of the furnishings and textiles throughout the hotel are made exclusively for Bvlgari crafted by Italian manufacturers.

THE HOTEL

The 85 rooms and suites feature exquisite detailing throughout, such as custom-made damask silk headboards with patterns inspired by some of the classic Bvlgari jewellery designs and bedside table lamps by Bvlgari's silver candlesticks. The silver theme continues throughout the hotel with handcrafted Italian detailing such as the two stunning handcrafted solid silver Bvlgari chandeliers in the Ballroom, creating a dramatic centrepiece.

Open exclusively to day spa guests, members and guests of the hotel, the 2,000sqm Bvlgari Spa London is spread over two floors and has been crafted from onyx, oak and Vicenza stone. Highlights of the Spa include 11 private treatment rooms and one double spa suite, complete with its own steam room, Jacuzzi and private treatment room: a 25m swimming pool, created from Vicenza stone and featuring a shimmering green and gold mosaic; and a 150m fitness area with a fully-equipped, state of the art Workshop Gymnasium.

Bvlgari Hotel London celebrates its silver screen heritage with the luxurious 47-seat Private Cinema, dedicated to Sir Richard Attenborough and offering state of the art cinema-quality sound and vision and an exclusively-curated library of more than 300 new and classic films available to guests of the hotel. The Private Cinema is also capable of hosting press events, advance screening film premieres and is available to hire for private screenings.

Bvlgari Hotel London provides sumptuous meeting facilities flexible enough to accommodate events of all kinds with two boardrooms and two private offices, as well as two private dining rooms and a Ballroom with private foyer that can cater for up to 150 discerning guests.

BVLGARI

HOTEL LONDON

In the luxury surrounds of the hotel's Edward Sahakian Cigar Shop & Sampling Lounge, rare and vintage cigars can be sampled and purchased.

As a brand-new build in the heart of Knightsbridge the state-of-the-art Bvlgari Hotel London, employs pioneering methods of sustainable luxury and has been developed according to best practices in design set by BREEAM, the leading environmental assessment method for buildings. To meet the strict BREEAM criteria the hotel features such initiatives as an ecologically designed "green roof' with bird and bat boxes, the sponsoring of electric car charging points within the vicinity of the hotel, and energy conserving intelligent lighting. Geothermal Energy, a cost-effective, reliable, sustainable and environmentally friendly form of energy generation, has been integrated into the hotel building and is the first of its kind in the UK.

DESTINATION

Combining heritage and modernity, refinement and effortless elegance, Knightsbridge is the natural setting for Bvlgari Hotel London that emphasises these same exceptional qualities. Everything that is singular and remarkable about London can be found in Knightsbridge. Here are the city's most exclusive addresses. its most distinguished cultural venues, its most luxurious department stores and boutiques. The grand cornerstones of Knightsbridge - from the Royal Albert Hall to the Victoria and Albert museum to Harrods - have not only stood the test of time, they have gained lasting elegance and cultural relevance. This is London's most prestigious neighbourhood, and one of its most liveable. with the full, appealing expanse of Hyde Park stretching out to the north.

BVLGARI

HOTEL LONDON

ARCHITECTURE AND DESIGN

BVLGARI

HOTEL LONDON

ARCHITECTURE AND DESIGN

THE CONCEPT

Constructing a new building in this part of London is an extraordinary achievement because the city tends to be extremely conservative due to its consolidated urban plan. The architectural style of the project reflects the rigour of the Bvlgari Hotel in Milan: its classic, solid, contemporary style will consolidate the urban landscape in an area of London that is undergoing a profound transformation. In this sense, the use of Portland stone and bronze, which are typical materials of the architectural style of public buildings in London, and the meticulous façade design reveal a rigorous, modern approach to the theme. The design of the interiors is also strongly rooted in the traditions of the city. and the importance of the art of silver smithery for Bvlgari represents a strong link with a certain image of English culture. Indeed, silver, along with noble woods and fine detailing, becomes the guiding theme of the interior design project.

The façade is clad in Portland stone, the quintessential material for London's most important buildings. such as St. Paul's Cathedral, Buckingham Palace, the National Gallery and the British Museum. The door and window fixtures of the ground floor are in bronze, as is the cornice that runs along Knightsbridge, while the windows of the upper floors are in stained oak with exterior bronze frames. The roof cornice is sheathed in bronze. The balconies and terraces from the 6th floor up are finished in wood, while the parapets are in bronze.

THE INTERIORS

PUBLIC FLOORS

The reception lobby features polished black granite floors, which is combined in the walls with glossy Sapele mahogany. The spaces are articulated by screens in brushed, mirrored and mesh steel. The arrival area features reception and concierge counters in black leather and a gallery dedicated to a collection of contemporary Bvlgari silver as well as other display cases dedicated to Bvlgari products.

The Bvlgari Lounge has a white backlit ceiling and honed black granite floor, bespoke green silk wall hangings and a fireplace in black granite and black cortain steel, furnished with jewel-toned rugs and Italian-made fabric armchairs and cognac-hued leather sofas.
Bvlgari Hotel London also features an exclusive Private Cinema with 47 seats and is equipped with the most sophisticated audio-visual technology. It boasts the highest standard of audio and video quality in the UK. The room is lined with padded panels covered in 3-D fabric.

The Ballroom is dedicated to one entire floor, an ample entertainment space with a capacity of 150 guests for dinner. The 7-metre cupola hosts the two most impressive silver chandeliers ever produced in England, embodying the spirit of dancing, movement and celebration. Additional lighting is provided by the latest LED technology. The Ballroom comes complete with a pre-function foyer area which features a bar made of ribbed steel, glass and mirrors, and a cupola lined with white gold mosaic created and applied by Italian artisans.

The Bvlgari Spa London is one of the largest in the heart of London, with a 3-lane, 25-metre swimming pool as well as a vitality pool tiled completely with yellow gold leaf mosaic, the highest and richest expression of the Italian art of glass mosaic. The swimming pool is also lined with mosaic tiles in nuances of green and gold, while the walls and floors are made of sandblasted Vicenza stone. The columns around the pool are blocks of textured methacrylate. Vicenza stone, best known for its use in Palladio's architecture, is utilised here for both walls and floors, and serves as a guiding theme for all the areas of the Spa. This stone has a strong personality thanks to its porosity and the presence of clearly recognizable fossil. The other material selected to represent the idea of nature and wellness are oak wood, stained to a cognac-coloured, golden tone. The Spa features 11 treatment rooms, including a special double suite with changing room, steam shower and private relaxation room. A double hydro-massage tub and walls in green onyx, further emphasizing its exclusivity. Adjacent to the treatment rooms are the gender-specific areas featuring saunas, steam rooms, ice shower facilities, all connected to a relaxation room lined entirely in Vicenza stone and dominated by an impressive vertical fireplace. The Spa features a dedicated nail studio and an exclusive fitness room entirely in cognac-coloured oak and fitted out with the latest state-of-the-art equipment. In the reception area of The Bvlgari Spa, with a Vicenza stone floor and oak walls, the central element is the reception desk made of green onyx and glass and lit from behind, The stairway that leads to the private treatment rooms is created entirely from wood, while walls are in Vicenza stone and green glass.

GUESTROOM FLOORS

There are six guestroom floors with a total of 85 rooms and suites, including seven exclusive Bvlgari Suites. The rooms are inspired by London's nautical tradition. Woodwork in polished mahogany, black Marquina marble with white veining for the bathrooms, details in chrome, and a mini-bar incorporated into a traveller's trunk designed and built for this project constitute the unifying thread for the extremely comfortable and inviting rooms, with custom virgin wool carpeting and silk wall coverings.

BVLGARI
HOTEL LONDON

The lighting is warm and indirect. provided by the latest generation LED technology, and can be regulated to obtain the perfect level of visual comfort. The headboards, also custom designed, are distinguished by a particularly sumptuous fabric shot through with gold and silver thread, custom made and inspired by the original drawings of the earliest creations of Sotirio Bvlgari, the founder, in the late 19th century.
The suites feature additional amenities, including fireplaces, kitchens, dining rooms, offices, expansive walk-in wardrobes, terraces, and views over Knightsbridge. Distinctive details include showers crafted from ivory onyx, carefully selected vintage Moroccan carpets from the Beni Ouarain tribes, contemporary Murano glass chandeliers, and upholstery fabrics specially designed and woven in Italy.

CREDITS
Project
Antonio Citterio Patricia Viel

Project team:
Flaviano Capriotti (project leader)
Roberto Mariani, Margherita Bartorelli. Giulia Dozzio Cagnoni. Alessandro Banfi

BVLGARI

HOTEL LONDON

THE SILVER THEME

BVLGARI

HOTEL LONDON

THE SILVER THEME

Bvlgari Hotel London references the heritage of Bvlgari. Silver is the dominant theme of the interior design. The ancient yet timeless metal, a tribute to Bvlgari's origins as a silversmith and to Britain's noble manufacturing traditions expresses understated, poised elegance in line with the style of t he other Bvlgari Hotels.

The hotel features the following silver pieces:

- Bvlgari contemporary silver pieces in the show cases at the reception
- The bedside table lamps inspired by Bvlgari's silver candlesticks
- The solid silver chandeliers in the ballroom designed and made for Bvlgari by Padgham and Putland
- The custom-made damask silk headboards with patterns derived from an 1800's silver brooch by Sotirio Bvlgari.

The chatelaine in an elaborate floral and foliate pattern was produced between 1892 and 1898. Its pattern has inspired the design of the rich and refined textiles embedded in the bedrooms' headboards of Bvlgari Hotel London. The precious silk fabric is custom-designed and produced in Italy.

The solid silver Bvlgari chandeliers in the Ballroom represent one of the most dramatic features of the hotel. Manufactured by Padgham and Putland silversmiths, the chandeliers are destined to become the most impressive pair of silverware pieces made this century. Inspired by a "Dance sequence", the chandeliers are conceived to create a sinuous sense of movement when lit. Each chandelier has been enriched with LED lights and every single piece has been fitted and cleaned by hand.
In compliance with the British standard of Sterling Silver, each chandelier weighs 90 kilos (925 parts per 1000) and features a 2.4m diameter. The arms. ten in all. seem to chase one another as in a circular dance, generating a graceful movement that will dominate the dancing nights in the ballroom.

A stainless-steel tube frame has been used to lighten the structure, otherwise too heavy for the dome where the chandeliers have been installed. The steel structure is covered by solid silver, and it also has the function of holding the lighting components. With the most dramatic yet simple design, the handcrafted Chandeliers feature a magnificent yet timeless elegance. They carry the Bvlgari hallmark as well as Padgham and Putland's, and have been marked at the London Assay office, Goldsmiths' Hall.

BVLGARI

HOTEL LONDON

THE ORIGINS OF THE BVLGARI FAMILY AS SILVERSMITHS

The Bvlgaris descend from an ancient family of Greek silversmiths whose activity began in a small village of Epirus, where Sotirio, the founder of the family, made precious objects in silver. Consequently, the art of silversmithing is deeply rooted in the Bvlgari family. As early as the beginning of the 19th century their Epirote ancestors were known as skilled silversmiths. In line with his family tradition, Sotirio Bvlgari learned this craft from his father.
In 1879 Sotirio emigrated to Italy and after a few months spent in Naples, he finally moved to Rome. At the very beginning, he sold his objects in front of the French Academy on the Pincio. Sotirio was very successful thanks to the original style of the ornaments he was selling. Then a Greek merchant offered to let him display his objects in a corner of the window of his shop, placed at the beginning of via Sistina.
Having left his homeland at an early age, it was thanks to his ability to work silver that he managed to develop a profitable business in Rome in the 1880s and in 1884 Sotirio was able to open his first store in the same street. The expansion continued when in 1895 he opened a new store in 28 Via dei Condotti and in 1897 enlarged the store in Via Sistina.
The business evolved further in 1905 when Sotirio opened the store in via dei Condotti 10. By 1908 Bvlgari had achieved its greatest level of expansion in Rome: four consecutive street numbers in Via Sistina and two shops in Via dei Condotti. The new Condotti store was called "Old Curiosity Shop" from the title of a Charles Dickens novel. This name was chosen in order to attract aristocratic, wealthy British and American tourists. In these years. Sotirio started to sell an increased selection of jewels and accessories for personal embellishment.
The artefacts made by Sotirio were recognisable by their marks. On these items both the silver mark (the number 800 within an oval frame) and the maker's mark are present. Two slightly different marks seem to have been indiscriminately used by Sotirio: his initials in the form of a cartouche with a monogram "SB" or. simply. the initials "S.B." in an octagonal frame.

Bvlgari's quest to reach perfection led the firm to abandon the traditional Italian silver standard of 800 in favour of a finer title. They opted for sterling silver, a finer alloy consisting of 925% pure silver and 75% base metal.
The use of sterling silver - obligatory in Britain but unusual for an Italian firm - allowed Bvlgari in 1967 to register its mark at the London Goldsmiths Hall, the headquarters of the prestigious Guild of Goldsmiths, an institution which has been active in Britain since 1327 and controls the standards of precious metals. In 1967 Bvlgari was admitted as a member of the London Goldsmiths Hall - one of the few non-English members - by registering Sotirio Bvlgari's initials within a cartouche as the official mark. Starting from that year, Bvlgari silvers produced in England are marked with more than one symbol. The Sponsor's or makers mark (Sotirio Bvlgari's initials or the makers mark for Padgham & Putland) appears beside five other marks:

BVLGARI

HOTEL LONDON

Lion Passant. A traditional symbol denoting the older precious metal fineness.
Sterling Silver 925 This is the Metal & Fineness (Purity) Mark. A millesimal number indicating the precious metal content The shape of the shield identifies the metal as silver.
Leopard Head. This is the Assay Office Mark. The mark of the assay office where the piece was tested, London.
Date Mark. Letter representing the year in which the piece was hallmarked. M = 2011.
Diamond Jubilee Hallmark. 2012 is the Diamond Jubilee of Queen Elizabeth II.
BVLGARI mark Underlines the above.

The complexity of the mark is intended to guarantee the authenticity and quality of the piece. Bvlgari silver manufactured in Italy, instead, bears the "925" mark for the silver title, the firm's logo (BVLGARI) as its signature as well as the maker's registration number. In 1988 the silver Borromini table centrepiece was included in the prestigious collection at Goldsmiths Hall.

Starting from the 1890s Sotirio worked relentlessly, from 5 a.m. for silver fusion, until late at night, for chasing his objects. The silver-work of this period is characterized by delicate open work patterns, with stylised flowers. Small and dainty dimensions. pierced decorations. floral and foliate scroll motifs. are probably already influenced by the great English demand for traditional jewellery.
Undoubtedly, modern Bvlgari silver creations are invaluable and timeless contributions to the longstanding tradition of fine silver. The technical perfection of all Bvlgari silver is the result of a successful marriage between the skills of silversmiths trained in the finest Italian and British traditions.

In Britain, silversmiths Padgham & Putland, who collaborated with Bvlgari on a number of projects, were entrusted in 1998 with the design and manufacture of a complete range of church silver. A total of thirty-one items were completed in 2000 and donated by Bvlgari to the Church as part of the millennium jubilee project "50 New Churches for Rome 2000"; since 2003 they are displayed in the church Dives in Misericordia, in Rome, conceived by American architect Richard Meier.

BVLGARI

HOTEL LONDON

THE SILVERSMITHS ENCYCLOPEDIA

After the death of Sotirio, his sons, Costantino and Giorgio, continued the family business. Costantino was interested in objects of virtue, and built up the Bvlgari collection of boxes, icons, objects of art and jade carvings. His particular interest, in line with the family tradition was silver.
He purchased and collected fine antique examples of work by English, German, French, Danish, Russian and Italian silversmiths. On a visit to Lisbon in 1930, Costantino, who considered himself an expert in antique silver, was surprised to discover a masterpiece of religious art commissioned by King John V of Portugal in 1743 -1750 from Roman silversmiths. In particular, he was struck by the beauty of a pair of large silver torch stands, the work of a Roman silversmith who was unknown to him.
This incident spurred him to devote himself to the study of Italian goldsmiths, silversmiths and gem engravers, which led to the compilation of the first comprehensive directory of all Italian silver masters, accompanied by their registered marks.
He began his research in the archives of the Roman goldsmith's guild at Sant'Eligio which was in a little house close to the church Sant'Eligio degli Orefici in Rome. Located between Via Giulia and the Tiber River, the Church was initially designed by Raphael for the Guild of Goldsmiths and is dedicated to their patron St. Eligius.
Here Costantino found a list of master goldsmiths who lived from 1508 to 1870 but most importantly, he discovered an antique wooden box where the hallmarks of the roman silversmiths were stored. Most of the hallmarks dated back to a period between 1815 and 1870; a few of them dated back to the XVII and XVIII century.
Published between 1958 and 1974, in five volumes, the Encyclopedia is the only existing di rectory of Italian silver hallmarks from all periods.

BVLGARI

HOTEL LONDON

ROOMS AND SUITES

BVLGARI
HOTEL LONDON

ROOMS AND SUITES

The 85 light filled rooms and suites at Bvlgari Hotel London are amongst the largest in London. Each is a well-considered oasis of calm, comfort and understated luxury. Bvlgari's attention to detail is evident in the use of exquisite marbles, fine woods and unique detailing such as t he 77 times polished Sapele Mahogany wood panels.

Room categories:

Superior Room – 40-square-metres

Deluxe Room – 43-square-metres

Executive Double Room – 46-square-metres

Junior Suite – 61-square-metres

Studio Suite – 69-square-metres

Deluxe Suite – 80 -square-metres

Knightsbridge Suite – 86-square-met res

The Bvlgari Suite – 160 to 220 -square-metres

THE ROOMS

With furnishings and fabrics made exclusively for Bvlgari, English style blends with Italian heritage. Bvlgari's history as a jeweller and silversmith is subtly evoked in the Italian damask silk headboards that feature a floral and foliate pattern inspired by the silver Bvlgari chatelaine, motif from a brooch made by Sotirio Bvlgari in the 79th century. The sleek contours, smooth finishes and rounded edges favoured by the designers Antonio Citterio Patricia Viel evoke memories of the golden age of nautical travel, while the mini bar is to be found within a sumptuous leather covered t ravel trunk crafted expressly for Bvlgari Hotel London.
The large bathrooms feature freestanding baths and showers in Marquina marble and white glass Each bedroom offers a 55" OLED 4K TV (Bvlgari Suites feature additional 65" OLED 4K TVs) with connections for guest media devices, Nespresso coffee machine, complimentary wireless Internet and Bvlgari amenities.

BVLGARI

HOTEL LONDON

THE SUITES

Offering unparalleled accommodation of between 160 up to 220 square metres. the seven Bvlgari Suites are of peerless magnificence and immediately upon t he opening of Bvlgari Hotel London they set new standards for luxurious accommodation in London and have quickly become some of the world's most consistently popular signature hotel suites.
Each can provide two bedrooms with king size beds, a master bathroom with combined steam and shower room, a contemporary kitchen with Gaggenau appliances, unique Bvlgari silver and museum quality contemporary furnishings in the generous living area with a spacious dining room that accommodates eight guests.
The Bvlgari Suites are some of the largest in London providing a uniquely residential feel. Although they share the same interior design; each has a unique layout. some with open gas fireplaces while two are enhanced by expansive terraces located on the 6th floor of the hotel.

BVLGARI

HOTEL LONDON

RESTAURANTS AND BARS

BVLGARI

HOTEL LONDON

RESTAURANTS AND BARS

SETTE BY SCARPETTA

Sette restaurant is the first London location of New York City's Scarpetta Restaurants, bringing authentic Italian food from the heart of Manhattan with its own inimitable flair. Housed on the ground floor of Bvlgari Hotel London, but operated independently by LDV Hospitality, Sette has its own entrance at 4 Knightsbridge Green.

The name Sette represents the lucky number seven, in Italian. Sette is also the seventh restaurant in the Scarpetta family, opened in the seventh year that Bvlgari Hotel London has operated.

Open daily, and with a private dining room that seats 78 guests, Sette continues a tradition of sourcing excellent seasonal and local ingredients, and crafting freshly baked breads and its famous homemade pastas, including the renowned Scarpetta classic - spaghetti with tomato and basil. Many of Scarpetta's other beloved signature dishes are included on the Sette menu, which can be paired with a robust and eclectic mix of classic and esoteric Italian wines.

Sette has been designed by the esteemed Thomas Juul-Hansen, who is also credited with designing the flagship Scarpetta NYC location in the trendy NoMad neighbourhood in Manhattan. Hansen maximises the juxtaposition of natural and industrial materials, pai red harmoniously together in chic, modern simplicity. The understated-yet-elegant approach to design creates an environment that is simultaneously stylish, welcoming, and inspiring.

NOLITA SOCIAL

In true 'Dolce Vita' style, the evenings continue after dinner downstairs in the 'underground' bar Nolita Social - which like Sette, is independently operated by LDV Hospitality. Named after New York's most charming neighbourhood, North of Little Italy, Nolita Social brings the energy of 'the New York night' to London, with a heady mix of crafted cocktails, live music and DJ's playing 60's rock, 70's soul and 90's hip -hop for a stylish, yet carefree crowd. This lounge offers guests a journey of social discovery, beginning with aperitifs and light bites, featuring London's best music acts and then transitioning to a feel-good after-hours hangout; encouraging a place that is a small, intimate, and seductive. Knightsbridge finally has a fun after-hours hangout, perfect for light-hearted revelry. Nolita Social is located downstairs from Sette, with its entrance at 4 Knightsbridge Green.

BVLGARI

HOTEL LONDON

EDWARD SAHAKIAN CIGAR SHOP & SAMPLING LOUNGE

The internationally renowned and multi-awarded cigar merchant Edward Sahakian established the Cigar Shop and Sampling Lounge of Bvlgari Hotel London as the premier London destination for connoisseurs in search of truly exceptional vintage cigars. Specialising in rare Havanas that are quite simply unobtainable anywhere else, the cigars are sourced from Edward Sahakian's private collection, which has been assembled over the last forty years.
The provenance and condition of each cigar is unimpeachable and unparalleled and offers such treasures as the fabled Davidoff 80 Aniversario, the Gran Corona made in Cuba for the 80th birthday of Zino Davidoff in 1986; the Churchill sized Davidoff Dom Perignon and a near complete range of Cuban Davidoffs.

The Cigar Shop and Sampling Lounge is open Monday to Saturday from 4pm until midnight. and 3pm until 11pm on Sundays and Bank Holidays,

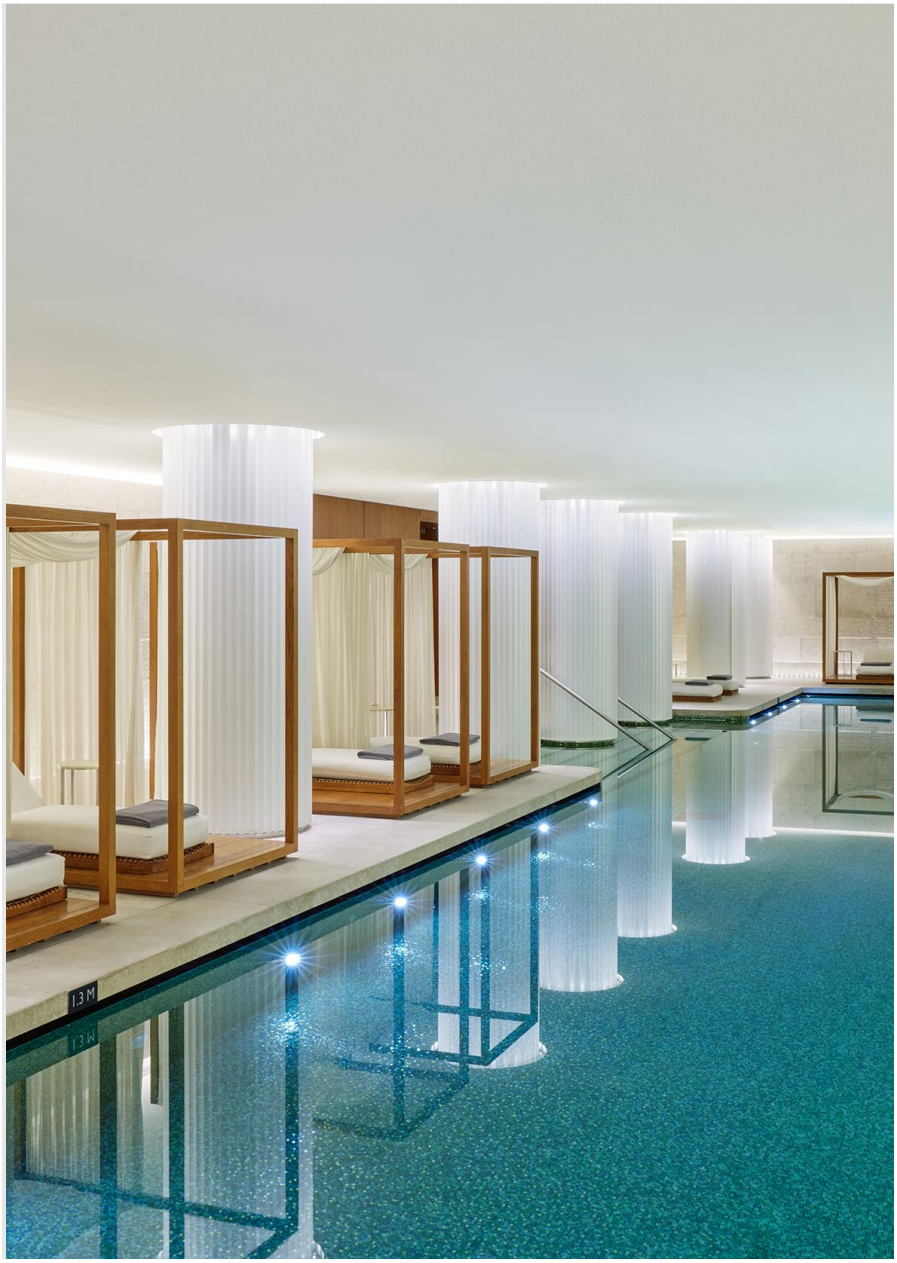
THE BVLGARI LOUNGE

The Bvlgari Lounge offers elegant all-day dining in the comfortable glamour and considered taste of a beautifully appointed modern Italian living room. The open fireplace, cognac - hued leather sofas and Calacatta marble coffee tables, create a cozy intimacy, transforming the space into the perfect spot to enjoy food and drinks at any time of day. Particular focus is given to the Bvlgari eight-point star which is embroidered in gold on bespoke green silk wall hangings. With an Italian eye to every detail, The Bvlgari Lounge is home to the Hotel's new signature Dolci experience, as directed by pastry chef and chocolatier-in-residence Gianluca Fusto, bringing a taste of continental cool to the city, The Bvlgari Lounge also offers Afternoon Tea, with a focus of Italian ingredients and a curated selection of savoury delicacies and pastries.

The Bvlgari Lounge is open daily from 8am to midnight

BVLGARI

HOTEL LONDON



SPA AND FITNESS

BVLGARI
HOTEL LONDON

SPA AND FITNESS

The Bvlgari Spa forms part of Bvlgari Hotel London and is one of the largest and most exclusive spas in central London. The creation of The Bvlgari Spa by Antonio Citterio Patricia Viel with its spacious 2,000 sqm, reflects a contemporary Italian design ethos, influenced by the rich heritage of Bvlgari. Arranged over two levels, the spa boasts a 25m swimming pool lined with shimmering green and gold mosaic tiles and vitality pool tiled entirely by gold leaf mosaic. The Vicenza stone and refined colour combinations of cognac-like golden tones and shades of green used throughout the spa, inspires complete relaxation, calm and escapism from t he busy world of Knightsbridge,

SPA

The Bvlgari Spa offers unrivalled levels of service, luxury and state of the art facilities to hotel guests and private spa members. The reception area makes a stunning first impression with a signature backlit reception desk made of beautiful green onyx and glass with walls lined with Vicenza stone; a fitting entrance to the facilities beyond:

POOL AREA

The centre piece of the spa is a 25m swimming pool, lined with shimmering green and gold mosaic tiles, whilst the walls and floors are made of sandblasted Vicenza stone; found throughout the spa and best known for its use in Palladio's architecture. Sumptuous and inviting cabanas with flowing fabric are positioned around the pool area between naturally lit dramatic white columns.

The exquisite vitality pool is designed to cleanse and detoxify skin and features massaging jets of air and water to relieve tired muscles and increase circulation. The vitality pool also includes a spectacular waterfall to stimulate the senses and is entirely tiled in gold leaf glass mosaic; an expression of the hotel's rich Italian heritage.

BVLGARI

HOTEL LONDON

TREATMENT ROOMS

- 11 individual treatment rooms.
- One Bvlgari Private Onyx Spa Suite featuring two treatment beds, dressing room with private bathroom, steam shower, private relaxation room, as well as an over-sized hydro massage tub with spectacular green onyx backdrop. The spa suite is ideal for couples, friends or for personal pampering and can be reserved for a minimum of two hours, which includes one hour treatment.
- Hyperbaric Oxygen Chamber offers state-of-the-art therapy as part of The Bvlgari Spa Longevity Journey. The chamber optimises oxygen absorption to strengthen the immune system, promote healing, reduce inflammation and combat aging.
- Zerobody Dry Float provides a unique weightless experience without water immersion. This innovative therapy relieves stress, improves sleep, and enhances overall wellness, offering deep relaxation and mental clarity.
- The Recovery Suite features hot and cold therapies, sauna sessions, and the Brass-Monkey ice bath. This immersion boosts Norepinephrine production, elevating metabolism, enhancing endurance, and fortifying the immune system.

RELAXATION & CHANGING AREAS

Adjacent to the treatment rooms are separate male and female changing areas featuring saunas, steam rooms, ice fountains and cooling showers; all connected to a relaxation room clad in the signature Vicenza stone and featuring an impressive open fireplace.

FITNESS CENTRE

A state-of-the-art Workshop Gymnasium, designed entirely in cognac-coloured oak, is equipped with the latest Technogym cardiovascular and strength machines and complete with free-weights area. Personal trainers are on hand to help guests, and The Bvlgari Spa members prepare for sporting events, achieve specific fitness and weight loss goals or assist with the creation of life-changing fitness routines through the Workshop programme.

THE STUDIO

Nestled within The Bvlgari Spa, The Studio is a dynamic space dedicated to intimate training experience. Guests can immerse themselves in a range of group classes catering to the desire for community-based fitness experiences. From breathwork and functional mobility sessions to yoga, Pilates, Barre, and rejuvenating sound baths.

BVLGARI
HOTEL LONDON

WORKSHOP PROGRAMME

Founded by Lee Mullins, heralded as one of the world's best personal trainers, Workshop pioneers a new level of comprehensive workout based on its innovative framework assessment, looking at both the body and mind, and the most effective ways to help clients achieve their best. Clients begin with a movement and nutrition genetic analysis to determine the type, duration and frequency of exercise that works best for them. Food intolerance testing then looks at 95 foods which may be holding back their goals whether they be performance. health or weight loss based, to ensure that targets are supported. Metabolic testing then uses an exercise bike or treadmill to determine what training intensity the client needs to work at to burn the most fat possible.

A functional movement screening then helps to identify limitations, imbalances and asymmetries in seven fundamental movements of the body, including planks and lunges, that are key to moving optimally and in turn, maximising performance and reducing the risk of injury. Finally, a body composition assessment determines where an individual stores stubborn fat, in turn helping to identify hormonal imbalances and other key health concerns.

BVLGARI

HOTEL LONDON

MEETINGS AND PRIVATE EVENTS

BVLGARI

HOTEL LONDON

HOTEL HIGHLIGHTS

- Located in the heart of Knightsbridge, Bvlgari Hotel London is just steps from leafy Hyde Park and the shopping of Sloane Street. Harvey Nichols and Harrods. Cultural and historical landmarks such as the Royal Albert Hall and the V&A Museum are a short walkaway.

- The 85 light filled rooms and suites are amongst the largest in London. Many look over Hyde Park and Knightsbridge, and each is a well-considered oasis of calm comfort and understated luxury. Bvlgari's attention to detail is evident in the use of exquisite marbles, fine woods and unique detailing.

- Offering unparalleled accommodation of between 160 and 220 square metres, the seven Bvlgari Suites are of peerless magnificence and immediately upon the opening of the hotel they set new standards for luxurious accommodation in London.

- Sette by Scarpetta restaurant. independently operated by LDV Hospitality, is the first London location of New York City's Scarpetta Restaurants. bringing authentic Italian food from the heart of Manhattan with its own inimitable flair. In true 'dolce Vita' style, the evenings continue after dinner at Sette, downstairs in the ·underground' bar, Nolita Social. Named after New York's most charming neighbourhood, North of Little Italy, Nolita Social brings the energy of 'the New York night' to London, with a heady mix of crafted cocktails, live music and DJs.

- The Bvlgari Lounge features a honed black granite floor and fireplace alongside gem-coloured rugs made of wild silk in emerald, blue diamond and citrine. The Italian - made leather sofas and neutral tones armchairs transform the space into its own distinct destination, providing a contemporary and alluring space for guests to enjoy a light breakfast, lunch, dinner or drinks.

- The Edward Sahakian Cigar Shop and Sampling Lounge at Bvlgari Hotel London has established itself as the premier Knightsbridge destination for connoisseurs in search of truly exceptional vintage cigars.

- The Bvlgari Spa, arranged over two levels with a space of 2000sqm, reflects a contemporary Italian design ethos, influenced by the rich heritage of Bvlgari. The Vicenza stone and refined colour combinations of cognac-like golden tones and shades of green used throughout the spa, inspires complete relaxation, calm and escapism from the busy world of Knightsbridge.

- Bvlgari Hotel London lends a prestigious context to all types of meetings, events and conferences. The stunning facilities are flexible and feature the latest technology.

BVLGARI

HOTEL LONDON

HOTEL FACTSHEET

Address & contact details	Bvlgari Hotel London, 171 Knightsbridge, SW7 1DW T: +44 (0)20 7151 1010
Information	london@bulgarihotels.co.uk www.bulgarihotels.com
Opened	May 28th, 2012
Category	5-star luxury
Accommodation	85 rooms and suites. including Superior Rooms (40 sqm) Deluxe Room (43sqm) Executive Double Rooms (46sqm) Junior Suites (67 sqm) Studio Suite (69 sqm) Deluxe Suites (80 sqm) Knightsbridge Suites (86 sqm) Bvlgari Suites (160 to 220 sqm)
Dining Facilities	• Sette by Scarpetta restaurant (90 restaurant seats, 18 private dining room) • Nolita Social bar and lounge (100 standing, 77 seated) • Cigar Shop & Sampling Lounge (seats 20) • The Bvlgari Lounge (34seats)
The Bvlgari Spa	The Bvlgari Spa at Bvlgari Hotel London features: • 25m swimming pool • 1 Private Onyx Spa Suite • 11 individual treatment rooms • Hyperbaric Oxygen Chamber • Zerobody Dry Float • The Recovery Suite • The Studio • Vitality Pool • Sauna. Steam and Ice Fountains • Relaxation Room • 150 sqm Workshop Gymnasium • SPA/CLINIC by 111 SKIN, exclusively in London Spa • Augustinus Bader Professional Skincare • Swiss Perfection Cellular Skincare • Gentlemen's Grooming • GROUND

BVLGARI
HOTEL LONDON

Meeting facilities	Bvlgari Hotel London lends a prestigious context to all types of meetings. events and conferences. THE BALLROOM • Dinner seating 150 • Classroom 80 • Theatre 100 • Cocktail Reception (with Foyer) 280 BOARDROOM Meeting room for up to 16 people. Two private offices are available for up to 6 guests. THE PRIVATE CINEMA A luxurious 47-seat screening room. offering state of the art 3D 4K vision and Dolby surround sound plus an exclusively curated library of more than 300 new and classic films.
Managing Director	Duncan Palmer
Location	Located in the heart of Knightsbridge. Bvlgari Hotel London is just steps from leafy Hyde Park and the shopping of Sloane Street, Harvey Nichols and Harrods. Cultural and historical landmarks such as the Royal Albert Hall and the V&A Museum are a short walk away. The nearest underground station is Knightsbridge, which is served by the Piccadilly Line. Victoria Station is 15minutes by car, which is served by several main-line underground links as too is St Pancras International Eurostar Terminal, which takes 20 minutes by car • London Heathrow - 40 minutes by car • London Gatwick - 90 minutes by car • London City Airport - 45 minutes by car
Architecture	Design ACPV Architects Antonio Citterio Patricia Viel Project Team Flaviano Capriotti (project leader) Roberto Mariani, Margherita Sartorel li, Giulia Dozzio Cagnoni, Alessandro Banfi

BVLGARI

HOTEL LONDON