



THE APARTMENTS BY 11 CADOGAN GARDENS TO LAUNCH APRIL 2021

MARCH 2021 (LONDON, UK) - Launching April 12th 2021, The Apartments by 11 Cadogan Gardens will be the first apartment suites managed by Iconic Luxury Hotels UK, the brand behind countryside icons Cliveden House, Chewton Glen, The Lygon Arms and new opening, The Mayfair Townhouse which launched December 2020.

With an exclusive Chelsea address, The Apartments by 11 Cadogan Gardens will combine the luxury of fully serviced apartments with the discretion, comfort and security of a private residence. The newly renovated six-storey historic townhouse will offer a completely new style of accommodation to the hotel's existing 56 rooms and suites.

Located in the heart of London's Chelsea, a stone's throw away from the hotel across the leafy, private Cadogan Gardens, The Apartments are a tranquil place for rest and experiencing the best the capital has to offer. They also offer a home-away-from-home for guests looking to experience life as a Londoner, with both Sloane Street and the King's Road on their doorstep.

The Apartments by 11 Cadogan Gardens are ideal for families thanks to their expansive footprint and multiple-bedroom options, whilst the fully fitted Bosch kitchens and opulent living areas mean they are the perfect choice for laid-back yet luxurious extended stays in such a desirable London neighbourhood. Whether staying for two days or two months, for business or pleasure, The Apartments by 11 Cadogan Gardens will offer both keys to the city and the perfect retreat.

Set behind a red brick Victorian façade, The Apartments by 11 Cadogan Gardens consist of six floors, each home to a one, two or three-bedroom elegant residence (six apartments in total). The effortlessly stylish spaces designed by Atellior architecture and interior design studio nod to the Victorian architecture of the existing building and its heritage, mixed with contemporary furnishings and modern décor. Much of the design inspiration has come from the property's location and neighbouring Chelsea Flower Show, with botanical wallpapers and aptly themed Taschen books throughout. In addition, each apartment enjoys views over and access to the exclusive Cadogan Gardens and are entered via a secure and private off-street entrance with direct elevator access.

"It is fantastic to be able to add this element to 11 Cadogan Gardens' offering, both for existing guests and for those who would normally choose a self-catering option over a hotel — now they can enjoy the best of both worlds. In addition to the ability to stay in a luxurious and contemporary home from home, the apartments are ideally located to explore the hustle and bustle of Chelsea and its surroundings whilst positioned discreetly in a quiet corner with wonderful views over Cadogan Gardens. Guests can opt for complete privacy or can take advantage of our full hotel services at 11 Cadogan Gardens including housekeeping, room service, the gym, lounges, and concierge, as well as Hans' Bar and Grill. The apartments are perfectly placed for work or play and will offer guests the chance to experience London like a local." commented Ian Richardson, General Manager of 11 Cadogan Gardens.



Prior to arrival, fridges will be stocked with essentials and home comforts, and guests looking for a little more can wander just a few moments to discover characterful Pavilion Road, London's longest mews that runs parallel to Sloane Street, also the place for artisan food and drink. Formerly Victorian stable bocks, the road has seen a complete transformation over the last two years and is now a picturesque haven for independent artisans, from butcher and baker to grocer and cheesemonger (and three restaurants). One of these restaurants is 11 Cadogan Gardens' much loved Hans' Bar & Grill, which delivers a delicious all-day service in a calm and rejuvenating oasis-like setting. Head Chef, Rowen Babe, has a great appreciation for local produce, something learned in his native New Zealand. All menus, from breakfast to brunch, lunch and dinner, are rooted in British produce and underpinned by Rowen and his classically skilled brigade.

The Apartments' prime location offers so much to those keen to explore the best of Chelsea, Knightsbridge & Belgravia. Just a short stroll away is Sloane Street, internationally recognised as one of the world's most exclusive and luxurious shopping destinations. From there, Harrods, the world's leading luxury department store awaits. Also nearby is world famous King's Road, which has been a place to saunter, sip and shop since 1830, today home to some of the best independent and high street stores, from Peter Jones, The Fashion School and Anthropologie, along with fantastic restaurants such as Rabbit and The Ivy Chelsea Garden.

Several cultural attractions within walking distance include Cadogan Hall, Chelsea Physic Garden, Saatchi Gallery, The V&A, The Natural History Museum and more. For those keen to discover the neighbourhood on foot, there are several self-guided walking tours to be taken from the doorstep of The Apartments, including "Literary Chelsea" and "Instagrammable Places". Meanwhile, those looking for green spaces can enjoy the beautiful nearby parks including Kensington Gardens, St James's Park and Hyde Park. For families, the hotel can provide tickets and recommendations to all the greatest spots in the city without the worry of little VIPs having to wait in a queue for a long time, from the studios of Harry Potter to London's Zoo in Regents Park.

The Apartments by 11 Cadogan Gardens will exemplify the hospitality, comfort and originality that guests have come to expect from Iconic Luxury Hotels. They will deliver the highest standards of luxury accommodation which combines the premium services of their sister five-star hotel with the comfort and security of a private Chelsea residence.

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About 11 Cadogan Gardens

11 Cadogan Gardens is owned by Cadogan, whose estate spans 93 acres of Chelsea and Knightsbridge.

Built by Lord Chelsea in the late 19th century and originally comprised of four separate Victorian town houses, 11 Cadogan Gardens is Relais & Châteaux's only London hotel, located in the heart of Chelsea. Throughout its many corridors, the boutique property has 56 guest rooms, including 25 suites that have been designed to be as memorable as they are luxurious, and each completely different. The terrace and conservatory provide the ultimate sunny haven to experience a quintessentially British afternoon tea, whilst the newly launched Hans' Bar and Grill is perfect for a brief elevenses meet up or intimate late-night dinner. Graced with a traditional Victorian façade and rich in history, heritage and intrigue, 11 Cadogan Gardens is an unmistakable hotel not to be missed.

About Iconic Luxury Hotels

Iconic Luxury Hotels was founded in December 2016, and is part of L+R Hotels (landrhotels.com) - a highly motivated family owned global hotel investment and management company - who have an extensive portfolio of over 90 hotels, with approximately 17,000 bedrooms.

Iconic Luxury Hotels is an expanding collection with an international focus. The collection is comprised of an eclectic array of properties each of which celebrates distinct architecture, cultural heritage and natural surroundings. Each property has its own character, traditions and stories but they share a common commitment to delivering outstanding experiences. The current portfolio includes some of the world's most famous hotels from Cliveden House, one of England's finest country estates, to the Hotel Excelsior in Italy which is the home of the Venice International Film Festival. The other UK hotels are comprised of Chewton Glen an English estate on the South Coast, The Lygon Arms a 14th Century Coaching Inn in the Cotswolds, 11 Cadogan Gardens in Chelsea, one of London's most prestigious residential areas and The Mayfair Townhouse, London which opened in December 2020.

About Cadogan

Cadogan is a family business, property manager, investor and developer – with a 300-year history that informs its dynamic estate management approach today. As proud custodians of over 90 acres of Chelsea and Knightsbridge, their long-term stewardship aims to enrich the area's unique character, while safeguarding its future vitality. www.cadogan.co.uk