

CADOGAN ACQUIRES THE DRAYCOTT HOTEL



Today, Monday 28th November saw the acquisition by Cadogan of The Draycott Hotel. Built in 1890, the striking Victorian property comprises three red-brick town houses on Cadogan Gardens in the heart of Chelsea. It will undergo a sensitive restoration before reopening as The Chelsea Townhouse, operated for Cadogan by Iconic Luxury Hotels.

Formerly owned by Draycott Holdings Ltd, and managed by the internationally renowned Mantis Collection, the property currently has 35 bedrooms and suites, many overlooking a private garden square, and is ideally located to explore the best of London.

Hugh Seaborn, Chief Executive of Cadogan said: *“We are delighted to bring this fine luxury hotel under our stewardship, as part of our strategy to ensure Chelsea has some of the world’s best places to stay that truly become part of the neighbourhood. It joins our existing hotel portfolio of The Cadogan Hotel, operated by Belmond, The Beaverbrook Town House and of course 11 Cadogan Gardens and Apartments, also operated by Iconic Luxury Hotels. We are extremely proud of these incredible*

properties which are rich in heritage and individual charm, appealing to both discerning visitors and locals alike.”

Iconic Luxury Hotel’s Executive Director, Andrew Stembridge added: *“Iconic Luxury Hotels is delighted to be expanding its collection of Iconic properties. I am pleased to confirm that The Draycott Hotel will form an integral part of our trio of Chelsea town house properties. Plans are currently being finalised to refurbish the property and transform it into The Chelsea Townhouse.”*

Following the completion of the acquisition by Cadogan, the owners thanked their team at The Draycott Hotel for their exemplary service: *“We are thrilled that this wonderful property and its team will become part of the Cadogan Estate, who will be drawing upon the operational expertise of Iconic Luxury Hotels. Our loyal guest and team members have much to look forward to in the years ahead.”*

The existing owners and management team of the Draycott Hotel will continue to operate the property with their existing team until 5th January 2023, when its operation and staff will be transferred to Iconic Luxury Hotels.

Situated in the heart of Chelsea, The Draycott Hotel is conveniently located close to the popular food artisans of Pavilion Road, world famous King’s Road and is a short stroll from Sloane Street, internationally recognised as one of the most luxurious shopping destinations and currently undergoing a multimillion investment to enhance this position further. Cultural attractions within walking distance from the Draycott include the Saatchi Gallery, Royal Court Theatre, Cadogan Hall, Chelsea Physic Garden, V&A, The Natural History Museum and more. As plans progress, we will share more news about this exciting new acquisition for Cadogan and its place in the Iconic Luxury Hotels collection.

JLL and DMH Stallard acted as advisors to the original owners of The Draycott Hotel, whilst Cripps advised Cadogan.

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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

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.

2021 saw the opening of The Apartments by 11 Cadogan Gardens, a newly renovated six-storey historic town house, which offers a completely new style of accommodation to the hotels existing rooms and suites. Consisting of six fully serviced one, two or three-bedroom elegant residences with the discretion, comfort, and security of a private apartment, they provide a tranquil home-away-from-home for guests looking to experience the best the capital has to offer.

ABOUT ICONIC LUXURY HOTELS

Iconic Luxury Hotels was founded in December 2016 and is part of L+R Hotels (landrhoteles.com) - a highly motivated family-owned global hotel investment and management company - who have an extensive portfolio of over 105 hotels, with approximately 21,000 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.