



**ICONIC LUXURY HOTELS APPOINTS SAMANTHA RIEU
AS GENERAL MANAGER OF 11 CADOGAN GARDENS & THE CHELSEA TOWNHOUSE**



London, July 2024 - Iconic Luxury Hotels is delighted to announce the appointment of Samantha Rieu as General Manager of its luxury boutique townhouse hotels, 11 Cadogan Gardens and The Chelsea Townhouse, both in the heart of Chelsea, and the only two Relais & Châteaux hotels in London.

Samantha Rieu FIH is an accomplished Hotel Manager with over 25 years of experience in 5-star luxury properties. Most recently she was Hotel Manager of The Beaumont Hotel in London and prior to that held the same role at DUKES London. Previous properties also include The Fairmont Boston, The Savoy, Mandarin Oriental London, and independent Michelin star restaurant, Harvey Nichols, along with WSH-Baxter Storey (UBS site).

Commenting on this appointment, Executive Director of Iconic Luxury Hotels, Andrew Stembridge said: “We are delighted to welcome Samantha to the Iconic Luxury Hotels’ family, she is a dedicated and innovative hotel professional and with her proven track record of business development, client relationship management and strategic planning, she is already a great asset to our team.”

Samantha is passionate about five-star personalized service, developing others and giving back to the hospitality industry and actively participates in associations like Hospitality Action, Room to Reward, Reunion des Gastronomes, and Be Inclusive Hospitality. As a mother of three, she strives to balance a successful career with family life and aims to change industry perceptions through her role as Joint Secretary on the IOH London committee promoting diversity, inclusion and community partnerships.

Half French and half German, Samantha graduated from the Lycée Hotelier of Strasbourg, and was awarded the accolade of “General Manager of the Future” in 2019 by the Master Innholders and ranked among the top 50 female hoteliers in 2023. After finishing her Cornell University General Manager Program, via the Master Innholders scholarship, she is set to become a St Julian scholar at the end 2024.

“I am excited to join Iconic Luxury Hotels and to manage both 11 Cadogan Gardens and its sister property The Chelsea Townhouse, which shortly is to celebrate its first anniversary of opening. Chelsea is one of London’s ‘villages’, a distinct and distinguished neighbourhood which is home to world-class cultural venues, fabulous shopping and with a character and essence that is unique. I look forward to continuing the great work that has been done, and I am honoured to join a team dedicated to delivering exceptional hospitality to every one of our guests, providing a home away from home in these two iconic luxurious retreats in the heart of London,” concluded Samantha Rieu.

www.11cadogangardens.com www.thechelseatownhouse.com



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Notes to Editors

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 townhouses, 11 Cadogan Gardens is one of only two Relais & Châteaux London hotel, the second being its sister property The Chelsea Townhouse, both hotels 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 townhouse, which offers a completely new style of accommodation to the hotel's 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.

THE CHELSEA TOWNHOUSE - Sitting in the heart of London's vibrant Chelsea neighbourhood, The Chelsea Townhouse is the newest addition to the Iconic Luxury Hotels portfolio, debuting September 2023. Set across three Victorian red-brick townhouses, The Chelsea Townhouse is home to 36 guest rooms and suites, each with a contemporary residential feel. With a prized location tucked away from the fashionable Sloane Street and artisanal Pavilion Road, the hotel offers a relaxed dining salon, a cosy library and private access to the exclusive Cadogan Gardens. The Chelsea Townhouse is also owned by Cadogan Estates and operated by Iconic Luxury Hotels.

About Iconic Luxury Hotels

Iconic Luxury Hotels was founded in December 2016 and is an expanding hotel company with an international focus. The collection of owned and managed hotels comprises an eclectic mix of properties each of which celebrates distinctive architectural style, 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 comprise the 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 neighbourhoods; The Mayfair Townhouse which sits in the heart of exclusive Mayfair; and the newest addition to the collection The Chelsea Townhouse, which opened its doors in September 2023. Later this year we will see the opening of the luxurious Palm House Hotel, in Palm Beach, Miami, Florida.

Iconic Luxury Hotels is part of L+R Hotels, a family-owned global hotel investment and management company with an extensive portfolio of more than 115 hotels, with 23,000 bedrooms across the UK, Europe, the US, and the Caribbean. With an evolving collection, ranging from select service hotels in Europe's most sought-after cities, to opulent, five-star assets and breath-taking leisure resorts, many of which are in the world's most exclusive locations, including Barcelona, Grand Cayman, Ibiza, London, Los Angeles, Mallorca, Monte Carlo, Turks and Caicos, Venice and more.