

PRIVATE RESIDENCES IN
THE HEART OF MAYFAIR



9 HERTFORDST





Welcome

It's an absolute pleasure to welcome you to 9 Hertford Street and we wish you a fabulous stay.

What better time to visit London than during the historic celebrations surrounding the coronation of King Charles III and Camilla, Queen Consort, which we have detailed within the pages of this publication.

Furthermore, the *New York Times* has ranked London as the best place to visit in 2023. Journalist Isabella Kwai noted the new Elizabeth Line, the fantastically repurposed Battersea Power Station and the newly-opened Beams cultural centre as key highlights the city has to offer visitors this year.

Our spacious, luxurious apartments are a perfect retreat for you whilst exploring London. There are boutique shops, fabulous restaurants, museums and galleries within walking distance and good public transport links to access other areas of the city.

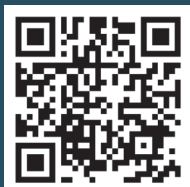
We hope that you quickly settle into your apartment; do let us know if there's anything we can help you with.

Please note that all information printed within is correct at time of going to press, but we recommend that you check for the most up to date information online before visiting any of our recommendations.

Keep in touch and hear our latest news via social media



Make future bookings via our website:



SEAN CALITZ



DAVID TETT



RIES ON MILANS SHUTTERSTOCK

EXCEPTIONAL SERVICE

30 years of exceptional service from our beloved Head of Housekeeping, Lourdes

This year, we are celebrating our Head of Housekeeping, Lourdes, being part of the 9 Hertford Street team for an incredible thirty years.

Lourdes joined us in 1993 when she was just 25 years old. With her boundless enthusiasm and affable nature, she soon settled into her new role whilst also establishing herself as a much-valued team member.

Lourdes has treasured every encounter with guests and firm friendships have been built. She adores welcoming familiar faces back to 9 Hertford Street and, equally, she finds just as much pleasure in meeting new guests. Lourdes has cherished every letter, card and gift she has received; it has brought her much joy to look through them again recently as she reflects on her three decades here.

Lourdes' favourite time of year at 9 Hertford Street is Christmas as it feels so particularly special in this historic part of London. Enamoured by our location, Lourdes adores Shepherd Market for its wonderful friendly atmosphere, excellent range of shops and fantastic selection of restaurants.



SEAN CALITZ



9 HERTFORD STREET

In her own time, Lourdes enjoys walking, dancing and a cosy pyjama day.

Since starting here, Lourdes has welcomed a family of her own; she is a devoted mum of two children who she is especially proud of. She also regards her colleagues as her family as we do, her. With her beautifully sunny disposition and attentiveness, she wins the hearts of all of our guests and is a much-loved part of our team.

“ Thank you so much for taking such good care of us and for being such a ray of sunshine each day! ”

“ Thank you so much for always taking the best care of us. We're very, very appreciative. ”

“ Your friendliness and smiles brightened my time away from home. ”



9 HERTFORD STREET

Culture & History

On top of a standard summer in our city bursting with joy and spirit this year London of course hosts a once in a generation event; the Coronation of His Majesty King Charles III. A Bank Holiday weekend has been announced for 6 - 8 May, which begins of course with the Coronation Service, where the King and Queen Consort will travel to Westminster Abbey for the solemn event, followed by a Ceremonial Procession to Buckingham Palace and culminating in a Royal Gun Salute in Hyde Park and an appearance from the Royal Family on the iconic palace balcony.

Nearby theatre is as alive as ever, from 15 April *Dixon and Daughters* plays at the National Theatre. The latest from women's theatre company Clean Break, the play promises a powerful story of family and forgiveness. The centrepiece of the summer season is Miller's *The Crucible*, an acclaimed new production of the chilling classic running from 7 June to 2 September. The Royal Opera House also holds a promising schedule, including *Cinderella* until 3 May. Co-produced with the Royal Ballet and National Ballet of Canada, this re-working of a timeless classic promises an ethereal atmosphere to align with a beautiful score and choreography. Between 30 June & 15 July is *Don Carlo*, a returning production of an epic historical piece set in Renaissance Spain. Returning to direct is Sir Nicholas Hytner, a modern legend revered for his work at the National and Bridge Theatres; his involvement alone makes this one not to be missed. For music fans the esteemed Hyde Park concerts return, with this year's names including Take That, Billy Joel and Guns N' Roses.

The world of London art exhibitions also continues to be promising with a new multisensory



Dopamine Land

DOPAMINE LAND/FEUER

“As a young person who loves visiting London museums and galleries, I highly recommend others like me to look into memberships such as the Tate Collective and the V&A Student Art Pass. The advantages include special events and discounted exhibition entry.” Toby

experience known as *Dopamine Land*. Based in South Kensington and said to combine media, technology and play this is an interactive museum with themed rooms full of colour, sound and fun, all ages are welcome. Should you wish to continue your cultural Kensington adventure the V&A is merely a seven minute walk away. This year's exhibitions range the spectrum of history and culture, from *Donatello: Sculpting the Renaissance* (until 11 June) to *Re:Imaging Musicals* (until 27 November). For those wishing to explore art just a short journey away from Hertford Street there is the National Gallery, which between March and August hosts *After Impressionism: Exploring Modern Art*, capturing the period of artists breaking established traditions. Finally the local Saatchi Gallery is holding the *Beyond the Streets London* exhibition (until 9 May), which is the most comprehensive street art display ever held in the UK and follows successful exhibitions in America.



PEN_85/SHUTTERSTOCK

Gold State Coach used for Coronations



WILLIAM BARTON/SHUTTERSTOCK

Royal Opera House



EL PIRATA

EAT YOUR HEART OUT

Al Hamra Shepherd Market ££

Good quality Lebanese cuisine since 1984.

Atis Eccleston Yards £

A fantastic range of plant-based dishes in a beautiful setting.

Cavita Wigmore Street ££

Offering an extensive traditional Mexican cuisine and will also bring you the feel of Mexico too!

Colonel Saab High Holborn ££

A modern Indian restaurant in the most opulent setting, with walls adorned with beautiful art.

El Pirata Down Street £

Serving Spanish tapas for 25 years. Buzzy and great bites and good wine list.

King's Arms Shepherd Market £ (dog-friendly)

Established in 1742, this is an extremely friendly traditional pub, spread over two floors with great views over Shepherd Market.

Kitty Fishers Shepherd Market ££

Daily menu of British food with a Spanish twist. Intimate and local neighbourhood feel.

L'Artiste Muscle Shepherd Market £

Long-standing Shepherd Market institution. Short Paris brasserie menu.

L'Autre Polish-Mexican Bistro Shepherd Street £

Eclectic and quirky. Pierogi and tortillas sit side-by-side on the menu.

Queens of Mayfair Queen Street ££ (dog-friendly)

A fabulous coffee shop which ethically sources the finest (and some of the rarest) coffees from around the world; an absolute must for coffee connoisseurs!

Shepherd Market Wine House Shepherd Market ££ (dog-friendly)

Good wine list and charcuterie and cheese platters.



SEAN CALITZ

The Chesterfield Arms

Strada Southbank ££

Enjoy a relaxed meal along the river front at Strada, which offers a fabulously varied menu of woodfired pizzas, risottos, pastas, plus fish and seafood dishes.

The Chesterfield Arms Shepherd Market £

(dog-friendly) First opening as a public house in 1737, this gastropub is our most local eatery which offers a fantastic varied menu.

Ye Grapes Shepherd Market £

(dog-friendly outside only)

As traditional as you could get and established in 1884. British ales and pub food.

If you would like to enjoy fine dining in the comfort of your apartment, how about ordering a food delivery? This is available from the following favourite establishments, to name but a few.

If you have a different type of cuisine in mind, speak to our team who will be very happy to offer alternative recommendations.

Bombay Bustle Maddox Street (Indian)

Burger & Lobster Clarges Street (American)

Delfino Mayfair Mount Street (Italian)

Hakkasan Mayfair Bruton Street (Cantonese)

Sofra Shepherd Street (Turkish)

The Mayfair Chippy North Audley Street

(traditional fish and chips, and vegan options too)

Lourdes recommends **Golborne Road (near the iconic Portobello Road)**, where you will find fantastic cafés offering authentic Portuguese cuisine including the nation's celebrated mouth-watering pastries – be sure to buy some extra ones for later!

GOING GREEN

At 9 Hertford Street, we are committed to a sustainable future and reducing our carbon footprint. In addition to using environmentally friendly cleaning products, low energy light bulbs and toiletry dispensers, we don't change linens every day unless required and we provide recycling facilities in our apartments. We also offer our guests a book and clothing recycling service: at the end of your stay, if you have any items you no longer want, we will ensure that they are taken to a local charity shop to be enjoyed again. All of the team either cycle, walk or use public transport to commute, and we follow the fabulous pet-owner tips on <https://everydayrecycler.com/dog-recycling/>.

SHOPPING

Varana (Dover Street) is one of our favourite green luxury fashion stores; they source materials sustainably which are then crafted into the most beautiful items, using traditional techniques, making them extremely hard-wearing too.

Covent Garden's **Rokit** offers truly unique pieces; they take vintage clothing and reinvent them into one-of-a-kind garments. It's a fantastic place to find something really special.

Both **Whole Foods Market** (Piccadilly Circus) and **Mercato Mayfair** (North



Bike Hire

Audley Street) are fabulous places to stock up on natural and organic foods using your own re-usable containers.

If you require some re-usable shopping bags during your stay, just let our team know and we will provide you with our own, cardboard carriers.

GETTING AROUND

An **E-Scooter** rental scheme trial, launched by Transport for London (TfL), is expected to run until at least autumn of this year. The initiative is exploring alternative means of greener transportation for London. E-Scooters are available in several of London's boroughs, including nearby Chelsea and Kensington. To learn more and to book, please scan the QR code.



The **London Cycle Hire Scheme** is a fun and cost-effective way to explore the city. There's no need to book – either register and pay through the Santander Cycles app or use a contactless bank card at a docking station. Our nearest pick-up points are at Curzon Street and Stanhope Gate.

To explore further afield, we can organise an **electric taxi** for you. Alternatively, if you would like to self-drive, **Zipcar** have a fleet of 400+ electric rental cars with pick-up and drop-off points at regular intervals around the capital (our closest being at Fitzmaurice Place, just off Curzon Street).



Park Lane

Shopping

Sustainability is of utmost importance to us which is why our recommendations are for environmentally conscious retailers who advocate ethically-sourced, long-lasting, reusable or recyclable products.

Benjamin Pollock's Toyshop Covent Garden

Its range includes toy theatres alongside shadow boxes, puppets, music boxes, mobiles and traditional wooden toys.

Charity shops across the capital

Do speak to Aude for recommendations based on the types of products you are looking for. We have some fabulous retailers where you can find lovely items.

Dress for Less St John Street

This wonderful preloved boutique, run by Anne Coles, is very highly recommended by Aude. You are guaranteed to leave with some sustainable gems for your wardrobe!

Floris Jermyn Street

Established at this address in 1730, Floris is a perfect stop for all things fragrant, for both men and women.

Hatchards Piccadilly

Alongside modern and classic titles, Hatchards has a fabulous range of signed books and first editions –perfect for book lovers!

Liberty London Regent Street

The historic emporium has its own line of iconic fabrics which are produced using sustainable technologies to reduce the company's carbon footprint. Liberty is also the perfect place to find luxury beauty items, designer clothing and homeware; use their online conscious edit filter to guide you towards their ethically sourced, natural and recycled lines.

Mary's Living & Giving Shop (Save the Children) various locations including Hampstead, Kew, Little Venice and Primrose Hill

In 2008, fashionista Mary Portas collaborated with the wonderful Save the Children charity to create Mary's Living & Giving shops which are cornucopias of preloved clothing and homeware.



OLESIA BILKEI/SHUTTERSTOCK

“ I love exploring the four charity shops on the main road in St. John's Wood (Boutique by Shelter, Cancer Research UK, Oxfam and St John's Hospice). I find things for the family and for the walls of our 9 Hertford Street apartments. ” Aude

Neal's Yard Remedies Covent Garden

Visit apothecarist Neal's Yard flagship boutique to find the finest organic beauty products, herbs, teas, remedies and aromatherapy oils, beautifully presented in their iconic blue recycled packaging.

Showcase (luxury sample sales) Regent Street

Sign up to exclusive Showcase membership to attend luxury sample sales in Regent Street. These events offer a fabulous opportunity to purchase high quality designer items at a fraction of their usual retail prices.

We also very highly recommend **Rokit** (Covent Garden), **The Good Store** (South Molton Street) and **Varana** (Dover Street), which are detailed in our Going Green section (p.6).



DIANA VUCANES/SHUTTERSTOCK



AUDE GIMONET

Leon at a museum workshop



9 HERTFORD STREET

Mr Master at Buckingham Palace

KIDS ABOUT TOWN

A great advantage to staying at 9 Hertford Street is being able to access the range of family-friendly activities that London has to offer, and here are some of our top recommendations.

Open every summer is Buckingham Palace, and what better year to visit than 2023, the first year of the reign of King Charles III and Camilla, Queen Consort? During your visit you can see important sights such as the Grand Staircase and Throne Room, before taking tea in the Palace Garden. You can also visit their annual exhibition which explores the days of monarchs gone by, this year's theme being *Style & Society: Dressing the Georgians*. This exhibition runs from 21 April to 8 October.

If the weather is nice you could take a short walk from Hertford Street to Hyde Park. There is plenty to see and do, such as the South Carriage Drive Playground, or hiring a boat on the Serpentine Lake. Of course the best way to spot all the landmarks is the London Eye, open for daily rides.

There are museums aplenty in London, one of our favourites is the Natural History Museum, where you can currently visit *Titanosaur: Life as the Biggest Dinosaur* (open 31 March 2023 - 7 January 2024),



TRUSTEES OF THE NATURAL HISTORY MUSEUM

Titanosaur at the Natural History Museum

“We love going to the flea market in Nine Elms, taking a walk by the American Embassy then enjoying a coffee by the iconic Battersea Power Station. You can jump on an Uber Boat (Thames Clippers) and get back to Westminster in no time; seeing London from the Thames is so special, it makes us love our city even more.” Aude

where you can explore the life of a truly colossal prehistoric creature for the first time in Europe. If you fancy a trip to Bethnal Green, you'll be just in time for the opening of the all-new Young V&A from 1st July, a museum focused on imagine, play and design, and featuring an open display studio for young people and even an interactive Minecraft installation.

Other unique days out include the London Zoo, containing numerous interesting and adorable species. For fans of the classic Winnie the Pooh, look out for a special statue of Winnie, a tame and gentle Canadian bear who lived in the zoo during and after the First World War, and her beloved owner Lieutenant Colebourn. During her time at the zoo she became so popular that a certain Christopher Robin named his teddy after her, his father was author A A Milne, and the rest is history!

There is also a huge range of popular musicals playing in the city, including *The Lion King*, *Matilda*, *Wicked* and *Frozen*, which run year-round. An event that is always a special treat is the annual *West End LIVE*, an outdoor weekend of musical theatre held in Trafalgar Square on 17 & 18 June, and is completely free!

Bark in the city

There are some lovely green spaces around Hertford Street, including **Hyde Park** and **Green Park**, who welcome dogs on leads. Hyde Park's **Serpentine Lido Café** and **Magazine Restaurant** are dog-friendly which is just perfect for a welcome refreshment break whilst exploring the area.

Many of our local cafés and pubs welcome dogs, including the **King's Arms**, **Shepherd Market Wine House**, the **Chesterfield Arms**, and **Ye Grapes** (outside only) and **Queens of Mayfair**.

If you're looking for an outside activity to share with your dog, we highly recommend the walk or **GoBoat** ride along the beautiful Regent's Canal.

One of London's major attractions, **Tower Bridge**, offers the dog-friendly experience of traversing along the glass walkway, where you get the most incredible views across the capital.

A novel evening out with your pet is a dog-friendly cinema screening. **Picturehouse** cinemas regularly hold these so it's worth checking the listings on their website.

For an ultimate pampering session for both yourself and your companion, we recommend **Love My Human Townhouse**. At this luxurious Chelsea setting, you can enjoy a meal with your dog at their café, buy some home-baked treats, treat your dog to a groom, massage or therapy session and perhaps leave them to play in their crèche whilst



SEAN CALITZ

Lucy, Vincent & Theodore



AUDE GIMONET

Leon and Daisy



SEAN CALITZ

Doggy welcome pack

you explore the shops of iconic **King's Road** or the **Victoria & Albert Museum** and the **Saatchi Gallery**, which are just a short walk away. On your way home, how about stopping for dinner at **Eccleston Yards** (just south of Green Park), where all of the restaurants are dog-friendly.

“Well-behaved dogs and their friendly owners are welcome at select films on Sunday mornings at Picturehouse cinemas. With snacks and water at the ready and blanketed seats as to avoid any stray hairs, this is a great way for dog owners to enjoy cinema. My Daisy thoroughly enjoys meeting other dogs and their owners, and rejoices in the slightly chaotic ambiance.” Vladimir

Transport for London (TfL) welcome dogs on all buses, trains and tubes, and they travel for free. Please note that, unless they are assistance animals, dogs are not allowed on escalators unless they are being carried. Dogs can also travel on Uber Boats (Thames Clippers) and the Emirates Air Line cable car.

WORK & PLAY

FOR YOUR BUSINESS ESSENTIALS

Business support (including scanning, photocopying, greeting guests and organising food platters) is available from our reception.

Mayfair News (Shepherd Market) provides post office counter services. It's conveniently open from 7am until 6pm, Monday to Friday.

Smythson of Bond Street provides own-brand, luxury stationery and luggage. It also offers a bespoke stationery service, using traditional engraving methods.

Strathberry (Burlington Arcade) offers its distinctive luxury luggage and accessories, which are just the perfect finishing touches to your professional attire.

PERSONAL GROOMING & SELF CARE

For hair and beauty treatments, we very highly recommend **Jo Hansford** on South Audley Street – perfect to prepare for a meeting, or for pampering and relaxation afterwards!

Gentleman's Tonic (Bruton Place) is an award-winning luxury spa offering an array of grooming services and treatments. Think traditional barbershop meets the very latest innovations in self-care packages.

Geo. F Trumper situated just a stone's throw away in Curzon Street, this acclaimed establishment offers its own line of grooming products which make your skin feel wonderful and smell divine – just perfect to take home to maintain that rejuvenated feeling!



Working from 9 Hertford Street

DAVID TETT

“9 Hertford Street is the perfect venue for a business meeting, centrally located and with a prestigious address. In the privacy of your own apartment, with a separate dining/meeting area, you can meet with clients and entertain them! The spacious living room provides the ideal atmosphere for more relaxed discussions.” Andrew

We can arrange for your clothing to be **dry cleaned** and/or **laundered**.

TO WIND DOWN

A short walk away in beautiful Berkeley Square you will find a **Fitness First** gym which offers day passes to visitors.

The beautiful, historic **Camden Oasis swimming baths** offer both an outdoor and indoor pool, gym, squash courts, sauna and café.

Bathe within the tranquil setting of Hyde Park in the ornamental lake of **The Serpentine**. You can either swim in the Lido (summer months only) or you can gain membership to the historic Serpentine Swimming Club to access the lake for year-round swimming.

Hampstead Heath is an absolute haven for swimming enthusiasts boasting three natural bathing ponds and a 60m Lido, all of which offer year-round swimming.

Whether you'd like to complete your **yoga** routine in the comfort of your apartment or in the peaceful surroundings of one of our Royal Parks, our concierge will be able to supply you with yoga mats for your convenience.



Working from 9 Hertford Street

SEAN CALITZ



Shepherd Market

SEAN CALITZ

About Hertford Street

Hertford Street is located in Mayfair, one of the most exclusive areas of London. Mayfair earned its name from the May Fair which was originally established in the 1600s to raise funds for the Hospital of St James but continued until 1764 when the area became gentrified.

Mayfair was developed on fields belonging to the eminent Curzon family. During the mid-eighteenth century there became an increasing demand for London homes for the gentry to use during the months when parliament sat and the Royal Family were in residence.

Hertford Street was built on Brick Hill Field between 1764-1771 by Henry Holland the elder, his son and John Eldridge. Robert Adam designed the interiors, most notably at 10 Hertford Street. The houses are typically Georgian with panelled doors, fanlights,

cornicing and interior panels. Space was reserved for stabling for each property. The area retained a rural feel with a large duck pond nearby and a ruling that the green space off the neighbouring Down Street have no railings.

By the 1920s, 9 Hertford Street had been converted into apartments.

Hertford Street is named after the nearby Hertford Arms public house, which closed in the 1880s.



DAVID TETT

IN THE HEART OF MAYFAIR

Our apartments are set in a beautiful period Georgian dwelling in a quiet residential area, next to historic Shepherd Market which is fondly known as “a Village in Piccadilly”.

9 Hertford Street offers a tranquil retreat to return to after a day's exploration of one of the world's most vibrant and cultural

cities. Whatever your interests, you can be sure there will be something for you nearby. We are within walking distance of London's Royal Parks, boutique shops, bars and restaurants, celebrated landmarks and galleries; furthermore, we have good transport links with Hyde Park Corner, Green Park and Bond Street underground stations nearby.



How to find us...

Address:
 9 Hertford Street
 Mayfair
 London W1J 7RJ

Telephone: +44 20 7491 7650

Email: reservations@hertfordstreet.com

Our car park entrance is at:
 27 Brick Street, Mayfair, London, W1J 7DQ
 (what3words: ///almost.nodded.stones.)

Proceed through the arch and then turn right, which will take you to our underground, secure parking with direct lift access to all floors.

