

PRIVATE
RESIDENCES
IN THE HEART
OF MAYFAIR



9 HERTFORDST



Welcome

Welcome to 9 Hertford Street. Our apartments offer beautifully appointed, spacious accommodation on a historic Georgian street in the heart of Mayfair. Period features are complemented by elegant furnishings, traditional artwork, accessories and luxurious linens. Whether you are a business or leisure traveller, our fully-serviced apartments will provide you with all the amenities you require to make your stay as comfortable and seamless as possible.

9 Hertford Street offers 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.

Please let us know of your requirements so that we can ensure that you have a fulfilling stay.

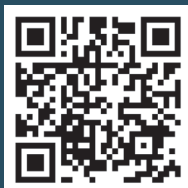
Please note that all information printed within is correct at time of going to press, however we recommend that you check the venue for the most up-to-date information.



**Keep in touch
and hear our
latest news via
social media**



**Make future
bookings via
our website**



SEAN CALITZ



SEAN CALITZ



LUCY SUTTON-LONG

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



LUCY SUTTON-HONG

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.

AUDE GIMONNET



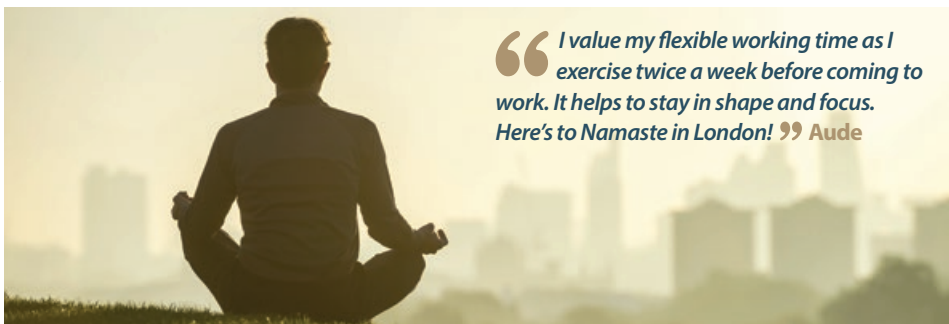
IN THE HEART OF MAYFAIR

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.

SHUTTERSTOCK/LAZYLLAMA



“ I value my flexible working time as I exercise twice a week before coming to work. It helps to stay in shape and focus. Here's to Namaste in London! ” Aude

TIME FOR YOU

NORDIC BALANCE

Nordic Balance gym and health club is the perfect place to relax and unwind. Set in the exclusive In & Out Club in St James's Square, it has fantastic gym facilities, a pool, spa, sauna and steam room. Its team of experts offer first class physiotherapy,

sports massage, exercise rehabilitation, osteopathy, chiropractic treatment, podiatry and shockwave therapy. It's also home to London's oldest private squash court. Discounted rate day passes (£15) can be purchased from our concierge (week and month passes are also available at the gym). Squash court slots can be reserved ahead of your visit. Highly recommended, Nordic Balance is an absolute treat to work out in.

NORDIC BALANCE



BEAUTY EDIT MAYFAIR

Beauty Edit Mayfair provides exceptional facials, make up, haircare, body care and wellbeing services as well as make up tutorials and K-Beauty masterclasses. With a friendly team of experts and a fantastic array of products, it's the place to go to be pampered and purchase the finest products to continue your care.

NORDIC BALANCE



GEO. F. TRUMPER

Founded in 1875 by barber and master perfumer George Francis Trumper, this acclaimed establishment remains at its original location of 9 Curzon Street and is still furnished with its Victorian mahogany panelling and showcases. It sells its own line of luxury grooming products (which smell divine!), leather goods and cuff links, and offers treatments including hair cuts, wet shaves, massages, facials, threading, manicures and pedicures.

LUCY SUTTON-LONG



YOGA

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.

SHOPPING THE CURATED COLLECTION

LUCY SUTTON-LONG



LUCY SUTTON-LONG



SHUTTERSTOCK/MUTH

“ *If you're looking for something special and unique, I highly recommend Rebecca H. Joselyn's beautiful silver pieces. A personal friend and most wonderful silversmith, her work can be purchased from www.designinsilver.co.uk* **”** Vladimir

ANYA HINDMARCH: THE BESPOKE SHOP Pont Street

Fantastic range of luxury bags and accessories which can be embossed in store with any writing or drawing you provide. The perfect stop for a unique and special gift.

BENJAMIN POLLOCK'S TOYSHOP Covent Garden

Established in 1856 and a favourite shop of Robert Louise Stevenson, its range includes toy theatres, shadow boxes and puppets as well as traditional toys.

FORTNUM & MASON Piccadilly

The finest teas, coffees, preserves and grocery items which can be purchased separately or hand selected for a hamper (with shipping worldwide).

GEO. F. TRUMPER Curzon Street

This very special 150-year-old perfumer and barber offers its own line of luxury grooming products.

HEYWOOD HILL Curzon Street

Fabulous range of titles (including limited editions), gift boxes and book subscriptions.

LIBERTY LONDON Regent Street

Iconic fabrics, luxury beauty items, designer clothing and homeware.

MARY'S LIVING & GIVING

Various locations

Founded by Mary Portas, this concept store sells preloved luxury clothing and homeware in aid of Save the Children.



LUCY SUTTON-LONG

THE STORY OF HEYWOOD HILL

Located just the other side of Shepherd Market is the notable bookshop, Heywood Hill. Founded by George Heywood Hill in 1936, its range includes rare, notable and scholarly books which were beloved by its owner. His devotion to the business extended to his bed being located in the corner of the shop floor which was curtained off during the day. In the 1940s, author and socialite Nancy Mitford was employed there; her influence saw the development of a range of novels, and her energy and enthusiasm attracted notable customers including Evelyn Waugh and Cecil Beaton. During her tenure she wrote her most famous novel, *The Pursuit of Love*. The exceptional personal service provided by the founding staff continues to this day; the shop offers a fabulous, tailored subscription package (inspired by a one-to-one reading consultation with you), and if you're in for a browse and would like some guidance, a member of the team will be only too happy to assist you.

PHOTO COURTESY OF I WANT CANDY LLC AND ZOETROPE CORP.



Marie Antoinette



Cecil Beaton

CECIL BEATON, C.1935 GELATIN SILVER PRINT, THE CECIL BEATON STUDIO ARCHIVE, LONDON

Culture & The Arts

Marie Antoinette Style V&A (20 September – 22 March)

Celebrating the queen's influence on fashion, design, film and art.

Costume Couture: Sixty Years of Cosprop Fashion & Textile Museum (26 September – 8 March)

Highlights include costumes from *A Room with a View*, *Pride & Prejudice* and *Downton Abbey*.

Lee Miller Tate Britain (2 October – 15 February)

Celebrating Miller's photography career in the UK's largest retrospective of her works.

Gilbert & George: 21st Century Pictures Hayward Gallery (7 October – 11 January)

A fascinating celebration of their works from the past 25 years which focus upon the human experience.

Cecil Beaton's Fashionable World National Portrait Gallery (9 October – 11 January)

This beautiful exhibition contains over 200 items from Beaton's career as photographer, fashion illustrator, costume & set designer and writer.

La Fille mal gardée Royal Ballet & Opera (18 October – 9 June)

Frederick Ashton's stunning ballet set in the English countryside.

“For a compact collection of paintings, in a stunning house setting, do try the Wallace Collection. Rembrandt, Hals, Turner, Fragonard, Canaletto, Rubens, Murillo and Velázquez, all a 20-minute walk away.” Andrew

Ballet Shoes National Theatre (17 November – 21 February)

The National Theatre's lauded production of Noel Streatfeild's beloved novel about three adopted sisters growing up in 1930s London.

Turner & Constable Tate Britain (27 November – 12 April)

A fascinating exhibition of two major British artists, 250 years on from their births.

The Unlikely Pilgrimage of Harold Fry Theatre Royal Haymarket (29 January – 18 April)

A beautiful, heartwarming adaptation of Rachel Joyce's novel with a fabulous score by Passenger.

David Hockney Serpentine North (12 March – 23 August)

A fantastic opportunity to explore Hockney's most recent works including 90-metre-long *A Year in Normandy* which was inspired by the *Bayeux Tapestry*.

Schiaparelli: Fashion Becomes Art V&A (21 March – tbc)

Exploring the work of Elsa Schiaparelli, who influenced her and who she has gone on to inspire.

COMING SOON

M Whistler Tate Britain (21 May – 27 September)

Hepworth in Colour The Courtauld
(12 June – 6 September)

Frida: The Making of an Icon Tate Modern
(25 June – 3 January 2027)



SEAN CALITZ



SHUTTERSTOCK/IANSTOCK



THE FOOD EDIT

Al Hamra Shepherd Market ££

Good quality Lebanese cuisine since 1984.

Chill House Shepherd Street £

Greek speciality coffees, pastries and cakes for you, and puppuccinos for your companion. Great dishes from The Greek Pot on Tuesdays, Wednesdays & Thursdays. 🐾

Club Mexicana Mercato Mayfair & Kingly Court £

Award-winning vegan restaurant which offers a fabulous range of plant-based Mexican dishes. 🌱 🐾

Da Corradi Shepherd Market £

This 50-year-old family run restaurant has an extensive Italian menu and offers a fabulous selection of traditional breakfast dishes, too.

El Pirata Down Street £

Serving Spanish tapas for almost 30 years. Buzzy and great bites and good wine list.

Focaccia Factory Shepherd Street £

Excellent range of focaccias, bruschettas, salads and traditional Italian dishes.

King's Arms Shepherd Market £

Established in 1742, this is a 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.

Mildreds several London locations £

Mildreds offers a fabulous range of plant-based, globally inspired dishes. 🌱

Noble Rot Trebeck Street ££

Innovative and indulgent cuisine and a superb selection of wines.

Titu Shepherd Street £

Japanese small plates and a fabulous range of cocktails in the most charming setting.

Queens of Mayfair Queen Street ££

A fabulous coffee shop which ethically sources the finest (and some of the rarest) coffees from around the world. 🐾

Shepherd Market Wine House Shepherd Market ££

Good wine list and charcuterie and cheese platters. 🐾

The Chesterfield Arms Hertford Street £

Traditional bar snacks, an a la carte menu, a Sunday menu and a great selection of wines. 🐾

The Market Tavern Shepherd Street £

Seasonal dishes, craft beers, draught lagers, wines and artisan spirits.

The White Horse White Horse Street ££

This former piano bar has a sophisticated interior and an innovative menu of seasonal small plates.

Ye Grapes Shepherd Market £

As traditional as you could get and established in 1884. British ales and pub food. 🐾 (Dogs outside only.)



The Chesterfield Arms

THE CHESTERFIELD ARMS

Plant-based 🌱 Dog-friendly 🐾

LUCY SUTTON-LONG



Dennis Severs' House

HIDDEN GEMS

Dennis Severs' House Folgate Street

Purchased as a renovation project in 1979, Severs restored the house to how it would've looked and been utilised in the eighteenth and nineteenth centuries. It has been described by Hockney as "one of the world's top five experiences".

Hampstead Pergola & Hill Gardens Inverforth Close

Hampstead Pergola was built in 1904 as a place for Lord Leverhulme to enjoy the far-reaching views of his estate and to host extravagant garden parties. Over time, he bought more and more land to extend the landscaped gardens.

Leighton House Holland Park Road

The home and studio of Victorian artist Frederic, Lord Leighton is lauded for its beautiful Orientalist and aesthetic interiors. Of particular note is the Arab Hall which was inspired by Leighton's travels to Palermo, Granada, Istanbul, Cairo and Damascus.

LUCY SUTTON-LONG



Leighton House

“There's always something new to find in London. I love exploring the capital, looking for fresh places to learn about.” Lucy

Neasden Temple Pramukh Swami Road

Neasden Temple, Britain's first authentic Hindu temple, was completed in 1995. Constructed using traditional methods and materials, it features over 26,000 carved stone pieces. This breathtaking feat of architecture was commended by Time Out as one of the "Seven Wonders of London".

Sir John Soane's Museum Lincoln's Inn Fields

Opening as a museum upon the death of architect Soane in 1837, it's still very much as it was when he lived there. On display are his vast collection of antiquities, paintings, drawings, sculptures and architectural models.

Strawberry Hill House Waldegrave Road

Originally called Chopped Straw Hall, the seventeenth century cottage was bought by Horace Walpole in 1748 with a vision of transforming it into a "little Gothic castle". It took several years to complete but became the first example of Gothic Revival architecture.



Strawberry Hill

LUCY SUTTON-LONG

DAY TRIPS from London

FLICKR/WARDYBOY40



Cardiff Castle

Bath (2 hours by train)

Bath (in the West of England), with its beautiful Georgian architecture and thermal springs, became a UNESCO World Heritage Site in 1987 and a Great Spa Town of Europe in 2021. Attractions include the Roman Baths, Royal Crescent, The Jane Austen Centre, Bridgerton filming locations and Sally Lunn's historic eating house.

Brighton (1.25 hours by train)

Brighton is a picturesque seaside town set on the south coast. Its most famous building is the magnificent Royal Pavilion, built in 1787 for King George IV. Other attractions include the vintage shops along The Lanes, Devil's Dyke, the Toy and Model Museum, Volk's Electric Railway and of course, the beach!

Cambridge (1.5 hours by train)

The historic university town of Cambridge is set in the East of England. Attractions include King's College Chapel, the Scott Polar Research Institute,

FLICKR/BENGANTHAM



New Forest



All Souls Oxford

FLICKR/TEJANPETTINGER

“While I adore exploring London, it's always nice to have a bit of variety and I love exploring some of the other cities and towns the UK has to offer, all from the convenience of London's great transport links.” Toby

the Fitzwilliam Museum, Kettle's Yard art gallery, the historic Eagle public house and punting on the Cam.

Cardiff (2.5 hours by train)

Cardiff, the capital city of Wales, is set in Glamorgan in the south of the country. Attractions include Cardiff Castle, Llandaff Cathedral, Cardiff Bay and Flat Holm Island.

Oxford (1.25 hours by train)

The beautiful town of Oxford is home to one of the world's most important research universities. Attractions include the fascinating Ashmolean Museum, the University Museum of Natural History, the Museum of the History of Science and punting along the Cherwell.

The New Forest (2 hours by train)

Perfect for a day exploring the countryside, The New Forest on the south coast is a great place to see a range of flora and fauna, and of course the wild New Forest ponies.

York (2 hours by train)

This walled city has a fascinating history, dating from Roman times and with a Viking past, too. Highlights include the Gothic cathedral York Minster, the National Railway Museum (home to the world's fastest steam locomotive, The Mallard), The Shambles medieval cobbled street and Betty's Tea Rooms.

TAILS of 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**, **Chesterfield Arms**, **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 of the capital.

The fascinating **Brunel Museum**, which charts the history of the Thames Tunnel, welcomes dogs. Situated on the south of the river in leafy Rotherhithe, it can be reached by **Uber Boat**.

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.

We absolutely adore **Big City Dog** which is London's first dog concept store. Situated beside Holland Park in Kensington, it offers dog grooming, has a dog boutique for essentials and luxuries and a café where you and your pooch can relax and enjoy a treat together.



Vladimir and Daisy

SEAN CAULTZ

“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.



SHUTTERSTOCK/VALENA VEASEY



SHUTTERSTOCK/PEOPLEIMAGE

EXPLORE the heart of the Capital

- | | | |
|--------------------------------|------------------------|--------------------|
| 1 Uber Boat by Thames Clippers | 4 Royal Ballet & Opera | 7 Liberty London |
| 2 Buckingham Palace | 5 Paradox Museum | 8 National Theatre |
| 3 London Eye | 6 Tate Britain | 9 V&A |



How to find us...

Address:

9 Hertford Street, Mayfair
London W1J 7RJ

Telephone: +44 (0)20 7491 7650

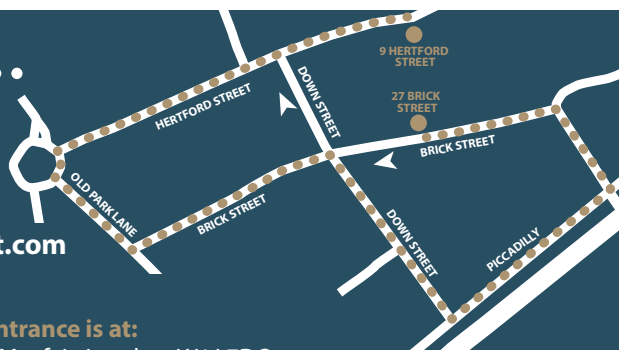
Email: reservations@hertfordstreet.com



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 (parking space must be pre-booked).



THE HERTFORD STREET COMPANION



9 HERTFORDST

Welcome to 9 Hertford Street, which was built in 1771 (over 250 years ago) – before cameras, electricity, cars and planes were invented. The children who originally lived here would've passed the time by playing with spinning tops, hoops, marbles and hobby horses, and gone to the local parks and theatres with their families. You can still enjoy these activities, as well as some of our other favourite things, including:

Changing of the Guard Buckingham Palace
(10.45am Mon, Wed & Fri)

Diana, Princess of Wales Memorial Playground
Kensington Gardens (permanent)

London Eye Westminster
Bridge Road (permanent)

London Transport Museum
Covent Garden (permanent)

Oliver! Gielgud Theatre (until 29 March)

Paradox Museum
Brompton Road (permanent)

Sherlock Holmes Museum
Baker Street (permanent)

Starlight Express
Wembley Park Theatre (until April)



PARADOX MUSEUM LONDON

I SPY

THINGS TO LOOK OUT FOR IN LONDON

- Red bus
- Red phone box
- London Underground sign
- Buckingham Palace
- A pigeon



- Black taxi
- Red post box
- Big Ben
- London Eye



DID YOU KNOW?

The story of Peter Pan was inspired by Kensington Gardens where you can find a statue of the character.

"...he could see trees far away, which were doubtless the Kensington Gardens, and the moment he saw them he entirely forgot that he was now a little boy in a nightgown, and away he flew, right over the houses to the Gardens."

Peter Pan in Kensington Gardens, J M Barrie



SHUTTERSTOCK/AGUDEUNA

WORDSEARCH

FIND ALL THESE WORDS

London, Underground, King, Queen, Palace, Guards, Thames, Big Ben, Paddington, Piccadilly

K	K	C	W	N	V	R	G	A	P	A	H
W	P	F	E	M	E	C	G	G	N	I	K
E	B	E	R	L	Z	A	P	E	M	D	E
D	U	S	D	Y	O	O	A	B	A	P	S
Q	N	S	D	N	L	N	D	R	Q	A	S
X	N	P	I	C	C	A	D	I	L	L	Y
B	I	G	B	E	N	V	I	O	N	A	J
O	O	U	L	B	R	F	N	M	N	C	P
T	H	A	M	E	S	B	G	H	V	E	R
L	Q	R	I	Q	J	H	T	G	F	H	A
U	N	D	E	R	G	R	O	U	N	D	N
F	N	S	Q	P	X	W	N	U	L	Z	R

MR MASTER

This is Mr Master, who gives the best cuddles. He loves going on days out and is always ready to pose for a photo with you.



SEAN CAULZ

YOUR LONDON

If you have any favourite drawings, stories or photos from your stay in London, we would love to see them!





1. BIGBEN, 2. GUARDS, 3. KING, 4. LONDON, 5. PADDINGTON, 6. PALACE, 7. PICCADI
QUEEN, 9. THAMES, 10. UNDERGROUND