

PRIVATE
RESIDENCES
IN THE HEART
OF MAYFAIR



9 HERTFORDST



www.hertfordstreet.com

ISSUE 5
ANNIVERSARY EDITION

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 your stay with us is as fulfilling as possible.

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.



DAVID TETT



DAVID TETT



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DAVID TETT



DAVID TETT

CELEBRATING 10 YEARS OF AVA HOSPITALITY

Happy 10th Anniversary to AVA Hospitality which was formed by Aude, Vladimir and Andrew to manage our apartment lettings.



SEAN CALITZ



SEAN CALITZ



DAVID TETT

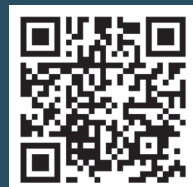


9 HERTFORD STREET

Keep in touch and hear our latest news via social media



Make future bookings via our website:





LITTLE SHUTTERSTOCK

Culture & History

Baker Street: The World's First Underground Baker Street (6 September – 28 December)

In celebration of the 160th anniversary of the oldest underground railway in the world, take a tour of Baker Street where you will visit areas of the underground station which haven't been used since the 1940s.

A Christmas Carol The Old Vic Theatre (11 November – 6 January)

Transport yourself to Dickens' London with this uplifting seasonal treat. Adapted for stage by Jack Thorne, the cast includes Emmy Award-winner Christopher Eccleston (Accused, The Leftovers) as Ebenezer Scrooge.

REBEL: 30 Years of London Fashion Design Museum (16 September – 11 February)

This major show explores contemporary fashion culture through the work of radical emerging designers who have influenced the course of the UK's style landscape.

Gabrielle Chanel: Fashion Manifesto Victoria & Albert Museum (16 September – 25 February)

A major retrospective of the work of Gabrielle Chanel, charting the evolution of the House of Chanel and



SHUTTERSTOCK/ACLIPIA

the couturière's signature style which continues to influence fashion.

The Motive and The Cue Noël Coward Theatre (9 December – 23 March)

Based on the making of Richard Burton and John Gielgud's Hamlet where two great minds collided, The Motive and The Cue explores tensions in the rehearsal room and the relationship between art and celebrity.

Othello Sam Wanamaker Playhouse (19 January – 13 April)

Experience Shakespeare's tragedy in the beautiful Sam Wanamaker Playhouse – London's only candlelit theatre which is located on the site of Shakespeare's Globe Theatre.

Treasures of The British Library The British Library (permanent)

Visit one of the world's largest libraries and see objects of great historical importance including the Magna Carta, Shakespeare's first folio, Jane Austin's writing desk and spectacles, and Captain Scott's diary.

Wellcome Collection (permanent)

The Wellcome Collection is home to a fascinating museum and beautiful library dedicated to health and human experience.



JUAN TRUJILLO ANDRADES

Noble Rot



MELISSA COPPOLA/LARRY'S

Larry's

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.

Larry's Martin's Place ££

Set in the vaults of the National Portrait Gallery with features of art deco glamour, Larry's is the perfect place to enjoy a meal and cocktails.

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.

Noble Rot Trebeck Street ££

Innovative and indulgent cuisine and a superb selection of wines.

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.

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 takeaway? 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!



Rebel

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 the Everyday Recycler website.

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.

Whole Foods Market (Piccadilly Circus), **Mercato Mayfair** (North Audley Street)



Borough Market

BARRY NEAL/SHUTTERSTOCK

and **Borough Market** 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 carrier bags.

GETTING AROUND

Transport for London's (TfL) initiative of exploring alternative means of greener transportation for the capital have resulted in an **E-Scooter** rental scheme. They are available to rent in several of London's boroughs including Westminster.

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, and now includes e-bikes. 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 Clarges Street which offer traditional and e-cycles.

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).

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

Holder of three royal warrants, Hatchards is one of the oldest bookshops in England. Alongside modern and classic titles, it 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



WILLIAM BARTON/SHUTTERSTOCK

“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.designsinsilver.co.uk”

Vladimir



MUTH/SHUTTERSTOCK

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

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).



BLACK SALMON/SHUTTERSTOCK

Sustainable Shopping



KIDS ABOUT TOWN

Winter Wonderland Hyde Park (17 November – 1 January)

Conveniently located just a short walk from Hertford Street, attractions include a Christmas market, Bavarian village (think cosy chalets, outdoor seating, bars, cafés and restaurants), ice skating, ice sculpting workshops, rides and live music.

Titanosaur The Natural History Museum (until 14 January)

It's incredibly hard to imagine an animal inhabiting Earth which was 37 metres long and weighed 57 tonnes, but now you can as you follow the NHM's meticulously curated interactive experience.

Disney 100: The Exhibition Excel Centre (13 October – 22 January)

In celebration of Disney's centenary, this major retrospective explores the evolution and development of characters and stories through ten themed, interactive galleries.

The Witches The National Theatre (7 November – 27 January)

Roald Dahl's classic children's story *The Witches* is brought to life in this fantastic new musical with lyrics by Olivier Award-winner Lucy Kirkwood and Tony Award-nominee Dave Malloy.

My Neighbour Toroto Barbican (21 November – 23 March)

Brought to you by the Royal Shakespeare Company and Joe Hisaishi, this beautiful stage adaptation has won six Olivier Awards and five Whats On Stage Awards, and has been hailed as a "huge, healing hug of a show" (*The Stage*).

30 Years of The Wrong Trousers The Cartoon Museum (12 September – 15 April)

Working in collaboration with animators Aardman, The Cartoon Museum presents a fascinating and fun

exhibition about the much-loved, Academy Award winning *The Wrong Trousers*. Treasures of the exhibition include original artwork, models and set pieces.

Turn It Up: The Power of Music Science Museum (19 October – 6 May)

Exploring the making of music and the impact it has on our lives, expect lots of interactive exhibits, the chance to make your own music and some weird and wonderful instruments!

Battersea Power Station Nine Elms (permanent)

Take an Uber Boat from Westminster to the recently repurposed Battersea Power Station. Home to a leisure complex, restaurants and shops, the main attraction is Lift 109 which takes you up 109 metres to the top of one of the chimneys – you really do feel like you are in Charlie and the Chocolate Factory!

Faraday Museum at the Royal Institution Albemarle Street (permanent)

This beautiful museum, which is just a ten-minute walk from Hertford Street, explores the history of science. Each winter, it hosts the celebrated *Christmas Lectures* which are aimed at young, aspiring scientists.

Royal Museums Greenwich (permanent)

Spend a day exploring the fascinating museums of Greenwich – the National Maritime Museum (which hosts a Diwali festival each year), The Royal Observatory (home of Greenwich Mean Time), Queen's House (Greenwich's UNESCO World Heritage Site) and Victorian tea clipper, Cutty Sark.

Thames Rockets (permanent)

Experience the enthralling ride of a speed boat as you explore the sights of London from the river.

Quentin Blake Centre for Illustration online

Some fantastic inspiration for young artists can be found online at www.qbcentre.org.uk/whats-on/categories/online-event

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**, **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



“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

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.

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

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

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!

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

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 every day except Sunday.

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.



ARIADNA DERHAADT/SHUTTERSTOCK

“ I value my flexible working time as I exercise twice a week before coming to work. It helps to stay in shape and focus. Should you want a session of personal trainer, speak to me. My trainer can come to you or train in the park. Here's to Namaste in London! ” Aude

TO WIND DOWN

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

Aire Ancient Baths in Covent Garden offer the most luxurious relaxation packages from a selection of massages to tours through the ancient thermal baths.

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.



SEAN CALITZ



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.



SEAN CALITZ

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.

Explore the heart of the Capital

- | | | |
|--------------------------|--------------------|--------------------------------|
| 1 Natural History Museum | 4 Faraday Museum | 7 Covent Garden |
| 2 V&A | 5 Liberty London | 8 Uber Boat by Thames Clippers |
| 3 Buckingham Palace | 6 Trafalgar Square | 9 Royal Opera House |



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.

