

The Chelsea Townhouse

Introducing The Chelsea Townhouse, London's Newest Luxury Boutique Neighbourhood Hotel

A new addition to the Iconic Luxury Hotels collection, The Chelsea Townhouse opens its doors this September following a major transformation



London, September, 2023 - [The Chelsea Townhouse](#) by [Iconic Luxury Hotels](#), the hospitality brand behind some of Britain's most legendary properties, is London's latest boutique hotel located in the heart of Chelsea. Formerly the Draycott Hotel, the property has undergone an extensive transformation to become The Chelsea Townhouse, located on the exclusive Cadogan Estate and just a stone's throw from its sister hotel, 11 Cadogan Gardens. A chic neighbourhood retreat steeped in history and charm, the 36-bedroom Chelsea Townhouse embodies the feel of an elegant private home with exclusive access to the private Cadogan Gardens.

"We are pleased to introduce The Chelsea Townhouse, our latest venture that follows the success of its two London sister properties 11 Cadogan Gardens, and The Mayfair Townhouse," says Andrew Stembridge, executive director of Iconic Luxury Hotels. "At Iconic Luxury Hotels, our hotels embody the spirit of the iconic address and neighbourhood they are located in. The Chelsea Townhouse is no different - it is the spirit of residential Chelsea, tucked behind one of the most exclusive shopping districts, Sloane Street. Guests will feel as if they are in a private townhouse of a very elegant friend, nestled away from the bustle of the city amongst lush gardens and towering treetops. In a time when larger internationally owned hotels are sweeping the city, we're excited to bring to life a truly independent property with an authentic story to tell."

Sitting on Chelsea's exclusive Cadogan Gardens, surrounded by lofty trees and quiet, leafy streets, The Chelsea Townhouse is set across three characterful Queen Anne-style, Victorian red-brick townhouses, each connected by staircases and hidden corridors. Architects Gary Kellett were appointed to oversee the

restoration, injecting new life into the property whilst respecting its eclectic heritage and original architecture, which remains largely unchanged. An exclusive doorbell entrance gives way to a patchwork tiled floor and sweeping staircases, where guests are welcomed in by the Townhouse Hosts and given the keys to their temporary home to come and go as they please. Heritage fixtures such as marble fireplaces and ornate crown mouldings, antique-style artwork and ‘Objects of Curiosity’ – trinkets and treasures from around the world – ensure the property retains a sense of grandeur and timeless charm, married with restored furniture from the original hotel and light and airy interiors to complete the contemporary residential feel.

The Chelsea Townhouse is home to 36 uniquely designed bedrooms, ranging from spacious Suites to cosy rooms for solo travellers (or families with little ones in tow who want to take advantage of the interconnecting capabilities). Four apartment-style suites each come equipped with a kitchenette which can be pre-stocked with artisanal ingredients from nearby Pavilion Road, ideal for those in search of a more residential experience during their stay at The Chelsea Townhouse.

Several Garden Suites offer direct access onto Cadogan Gardens, each celebrating the storied green heritage of the area. Some are named after renowned botanists who once roamed the streets of Chelsea, from 18th century garden designer Humphry **Repton** to William **Salisbury**, whose Botanic Garden was erected in Cadogan Place in 1807, offering botany classes and the use of a botanical library to residents. Others commemorate the very first nurseries and gardens to grace the neighbourhood back in the 18th and 19th centuries, including **Ashburnham** Pavilion and **Ranelagh** Pleasure Gardens and still inextricably linked to its neighbourhood today.

Each room is complete with a quirky minibar stocked with locally sourced and inspired complimentary goodies including a welcome ‘Chelsea Bun’ to delighted guests on arrival in their room. Ruark radios, GHD hair dryers and award-winning Harrison Spinks beds will help to guarantee the most comfortable night’s sleep in these beautifully appointed rooms.

A relaxed ‘dining salon’ on the ground floor is open from morning till night and is set to become *the* convivial meeting space for hotel guests and residents alike, from morning coffee meetings and brunch get-togethers to early evening suppers and late-night digestifs. Each morning, the communal breakfast buffet table will be laden with homemade nutty granola, artisan yoghurts, seasonal berries and stewed compotes, just-baked pastries, and homemade jams. Guests are welcome to enjoy their breakfast at any space in the House, whether that be overlooking the gardens from the dining salon or while perusing the morning papers and watching Chelsea wake-up from the lovely bay window of the light-filled library.

The all-day, eat anywhere-style menu is perfect for lunch and supper, and features family favourites and home-style comfort food, from club sandwiches and lobster rolls to some of the best sweet treats in the neighbourhood. The Chelsea Townhouse’s compact yet curated cellar boasts a diverse selection of international wines, and the Townhouse Hosts will gladly create mouth-watering cocktails. Meanwhile, those wanting to discover more of Chelsea’s thriving food scene can visit Hans’ Bar & Grill on Pavilion

Road, the vibrant all-day restaurant housed in The Chelsea Townhouse's sister property, 11 Cadogan Gardens.

A host of additional amenities are available to guests at The Chelsea Townhouse including access to the private Cadogan Gardens, a tranquil oasis where guests can enjoy a stroll surrounded by lush greenery, towering mulberry trees and the peaceful sound of birdsong. The Library, is a cosy spot to while away an afternoon, and a discrete meeting room hidden away from the main thoroughfare of the house also has direct access to the Gardens, offering utmost privacy to those seeking a space for small board meetings, intimate gatherings or even exclusive dinner parties for up to 12 guests. Guests of The Chelsea Townhouse will also have access to the facilities of 11 Cadogan Gardens, including a private gym stocked with an array of cleverly curated exercise equipment and the facilities of a personal trainer, if required.

Much like its Iconic Luxury Hotel sister properties, The Chelsea Townhouse embraces the intuitive and effortless approach to hospitality the brand has become known and loved for. Dedicated Townhouse hosts cater to guests' every need, offering impeccable service and unrivalled local knowledge for guests to discover all the hotel is privileged to have on its doorstep. The popular food artisans of Pavilion Road are just a stone's throw away, and the hotel is a short stroll from both the King's Road and Sloane Street, some of London's most luxurious shopping destinations - the latter currently undergoing a multi-million-pound investment. A host of cultural attractions are within walking distance, including The Saatchi Gallery, Royal Court Theatre, Cadogan Hall, Chelsea Physic Garden, the V&A and The Natural History Museum.

Part of the Iconic Luxury Hotels collection, who are responsible for operating some of the country's most prestigious hotels, including Chewton Glen in Hampshire's New Forest, Cliveden House in Berkshire and The Lygon Arms situated in the Cotswolds village of Broadway, the launch of The Chelsea Townhouse marks an exciting new chapter for Iconic Luxury Hotels as the brand's third hotel in London and sixth in the UK. The Chelsea Townhouse sits alongside the two properties the brand currently operates for Cadogan - The Apartments at 20 Cadogan Gardens (opened 2021) and 11 Cadogan Gardens, and jointly they will be known as 'The Cadogan Gardens Collection.

www.thechelseatownhouse.com

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About 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 all-day dining salon, a cosy library and private access to the exclusive Cadogan Gardens. The Chelsea Townhouse is owned by Cadogan Estates and operated by Iconic Luxury Hotels.

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.