

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.



DAVID TETT



B7TER DIGITAL



AUDE GIMONNET

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



**Make future
bookings via
our website**



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.

SHUTTERSTOCK/WILLIAM BARTON



Royal Ballet & Opera



Naomi In Fashion

PHOTO BY DAVE BENNETT GETTY IMAGES FOR VICTORIA & ALBERT MUSEUM

Culture

Handel's Messiah Cadogan Hall (8 December)

The English Chamber Orchestra play Handel's celebrated Messiah (which he wrote whilst living in Mayfair).

Macbeth Pinter Theatre (1 October – 14 December)

Shakespeare's psychological masterpiece, Macbeth, has a strictly limited run at the Pinter following its sell-out season at the Donmar Warehouse.

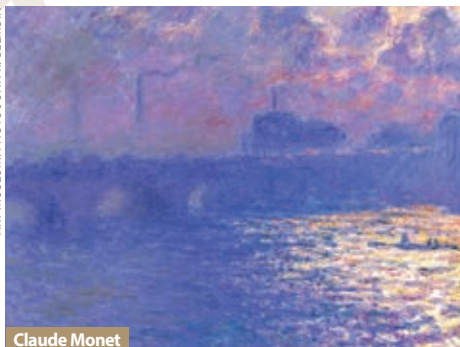
Monet and London. Views of the Thames Courtauld Gallery (27 September – 19 January)

This beautiful series of paintings is being shown in the UK for the very first time. Monet painted many of them at the nearby Savoy Hotel.

The Importance of Being Earnest Lyttleton Theatre (20 November – 25 January)

Oscar Wilde's timeless comedy, which debuted in London in 1895, features an excellent cast including Olivier Award-winner Sharon D Clarke.

IMAGE COURTESY OF THE MILWAUKEE ART MUSEUM. PHOTO JOHN R. GLEVIN



Claude Monet

“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

Festen Royal Ballet & Opera (11 – 27 February) world premiere

A new work produced by Mark-Anthony Turnage, exploring a family's darkest secrets, is based upon Thomas Vinterberg's 1998 film of the same name.

NAOMI In Fashion V&A (until 5 April)

This fantastic exhibition explores the influence of Naomi Campbell as a supermodel and through her artistic collaborations, as well as exploring her global cultural impact.

The World of Tim Burton Design Museum (25 October – 21 April)

This major retrospective celebrates Burton's unique and ingenious creations through his illustrations, photography, paintings and writings.

Romeo and Juliet Royal Ballet & Opera (4 March – 26 May)

Celebrating its 60th year as a ballet, Shakespeare's love story is beautifully told with choreography by Kenneth MacMillan.

Cartier V&A (12 April – tba)

This major exhibition features over 350 beautiful pieces including watches, clocks, jewels and gemstones.

EL PIRATA



El Pirata



The Chesterfield Arms

SEAN CALTIZ

EAT YOUR HEART OUT

Al Hamra Shepherd Market ££

Good quality Lebanese cuisine since 1984.

Club Mexicana

Mercato Mayfair & Kingly Court £

Hailed by the Evening Standard as one of London's Best Vegan Restaurants in 2024, Club Mexicana offers a fabulous range of plant-based Mexican dishes. 🌿🐾

Colonel Saab High Holborn & Trafalgar Square £££

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

El Pirata Down Street £

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

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

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.

Larry's St. 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 ££

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. 🐾

Ye Grapes Shepherd Market £

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

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 places, 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)

We very highly recommend the fabulous new Golborne Fine Wine & Deli on fashionable Golborne Road. It's the perfect place for a bite to eat (they are excellent at catering for vegan, vegetarian and gluten-free diets) whilst picking up some treats to enjoy back at your apartment.

DAVID PARRY COURTESY OF VICTORIA AND ALBERT MUSEUM, LONDON



Young V&A



1992 Totally Hair Barbie

PETRA BANJONCA FOR THE DESIGN MUSEUM

KIDS ABOUT TOWN

Harry Potter and the Deathly Hallows™ Part 2 in Concert Royal Albert Hall (1 – 3 November)

Enjoy the final chapter of the Harry Potter series on the big screen accompanied by the Royal Philharmonic Concert Orchestra playing Alexandre Desplat's magical score.

The Snowman Peacock Theatre (23 November – 4 January)

A beautiful stage adaptation of Raymond Briggs' classic children's winter story featuring the enchanting music of Howard Blake.

Winter Wonderland Hyde Park (21 November – 5 January)

Conveniently located just a short walk from Hertford Street, attractions include a festive market, Bavarian village, ice skating, ice sculpting workshops, rides and live music.

Barbie®: The Exhibition Design Museum (until 23 February)

In celebration of 65 years of the brand, this exhibition explores the legacy of Barbie with a fascinating selection of artefacts from the Barbie archive in California.

The Paddington Bear Experience™ County Hall (until 30 March)

An exciting immersive adventure with plenty of fun games to take part in whilst meeting the bear himself!

Faraday Museum at the Royal Institution Albemarle Street (permanent)

This beautiful local museum explores the history of science. Each winter, it hosts the celebrated Christmas Lectures which are aimed at young, aspiring scientists.

One of Leon's favourite places is **Bounce** (open to accompanied under 18s until 6pm Mon-Sat, and all day Sun). It's an excellent place to play traditional ping pong or Ping Pong X (which uses AI technology). It's located in the iconic Battersea Power Station which was recently redeveloped into a luxury shopping and leisure complex.

Paradox Museum Brompton Road (permanent)

An exciting new perception-challenging, immersive attraction featuring fifty exhibits spread over 25 rooms. Lots of fun and plenty of cool photo opportunities!

Royal Museums Greenwich (permanent)

The fascinating museums of Greenwich – the National Maritime Museum, The Royal Observatory, Queen's House and Victorian tea clipper, Cutty Sark.

Young V&A (permanent)

Described by judges as "the world's most joyful museum", the Art Fund Museum of the Year is a fabulous place for youngsters to explore whilst adults indulge in nostalgia.



Paradox Museum

PARADOX MUSEUM LONDON

Bark in the city



SEAN CALITZ

Lucy, Vincent & Theodore

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.

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 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.

“ 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

All of our canine guests receive a welcome pack which includes luxury treats and a ball.

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.

VLADIMIR BOHM



Daisy



AUDE GIMONET

Vladimir with dog guest

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!

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.



DAVID TETT

“ 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.

LUCY SUTTON-LONG



SHOPPING



ANYA HINDMARCH

1



LUCY SUTTON-LONG

4



LUCY SUTTON-LONG

5



LUCY SUTTON-LONG

2



FLICKR/MAUREN BARLIN

3



SHUTTERSTOCK/CTRANELS

6

“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



SHUTTERSTOCK/CHRISTIAN BERTRAND

7



SHUTTERSTOCK/GANN CREATIONS

8



SHUTTERSTOCK/CHRIS DORNEY

9

1. ANYA HINDMARCH VILLAGE (Pont Street) Unique and collectable items in the brand’s trademark playful style. **2. BENJAMIN POLLOCK’S TOYSHOP** (Covent Garden) Toy theatres, shadow boxes, puppets, music boxes, mobiles and traditional wooden toys. **3. MERCATO MAYFAIR** (North Audley Street) Food and drink stalls, wine bar, microbrewery and a garden shop. **4. POETRY PHARMACY** (Oxford Street) Poetry books, gifts, stationery and a coffee shop. **5. FARM SHOP** (South Audley Street) Seasonal produce as well as coffees, toasties and freshly-made sandwiches. **6. HEYWOOD HILL**, (Curzon Street) Fabulous range of titles (including limited editions), gift boxes and book subscriptions. **7. LIBERTY LONDON** (Regent Street) Luxury beauty items, designer clothing and homeware. **8. NEAL’S YARD REMEDIES** (Covent Garden) Organic beauty products, herbs, teas, remedies and aromatherapy oils. **9. FLORIS** (Jermyn Street) Established at this address in 1730, Floris is the place for all things fragrant. **10. MARY’S LIVING & GIVING SHOP** (Notting Hill, Kew, Little Venice & Primrose Hill) Preloved clothing and homeware, sold to raise money for Save the Children.



SHUTTERSTOCK/CTRANELS

10

HIDDEN GEMS

LUCY SUTTON-LONG



Dennis Severs' House

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.



Hampstead Pergola & Hill Gardens

FLICKR/VINYLCH

“There’s always something new to find in London. I love exploring the boroughs, looking for new places to learn about. My latest venture resulted in 18km walked, 300 photos taken and lots of brilliant discoveries.” Lucy

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.

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.

LUCY SUTTON-LONG



Leighton House

FLICKR/STEVEMERETSU



Neasden Temple

FLICKR/ROB PARKER



Brighton

FLICKR/WARDYBOY400



Cardiff Castle

Day Trips from London

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, 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.

FLICKR/TEVAN PETTINGER



All Souls Oxford

“While I adore exploring London, it's always nice to explore some of the other cities and towns the UK has to offer using London's great transport links. Cambridge, an ancient city steeped in rich history, culture and art, or if you're looking for sand and sea, why not visit Rye, or the New Forest if you prefer dry land?” Toby

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.

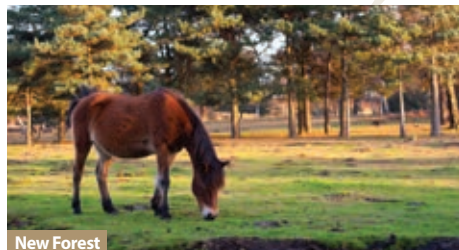
Rye (2 hours by train)

Rye is a pretty little town on the East Sussex coast. It's perfect for exploring independent and antique shops, Rye Pottery, Lamb House, the quintessential cobbled Mermaid Street and Rye Harbour Nature Reserve.

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. Be sure to make a pub lunch stop to refuel!

FLICKR/BENGRANTHAM



New Forest

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:

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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).

