

PRIVATE
RESIDENCES
IN THE HEART
OF MAYFAIR



9 HERTFORDST



Welcome

Welcome to 9 Hertford Street. Our fully-serviced apartments offer beautifully appointed, spacious accommodation on an historic Georgian street in the heart of Mayfair. Period features are complemented by elegant furnishings, traditional artwork, accessories and luxurious linens.

We strive to offer our guests the very best during their stay and we pride ourselves on our attention to detail. This year, our façade was repainted, a French polish was applied to the front door and all of the outside fixtures and fittings were refreshed, giving our charming period building a smart, rejuvenated look. This is complemented with seasonal plants filling our railing boxes; we are extremely grateful to our team who keep our frontage so orderly.

We wish you a pleasant stay in your London home.

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 PHOTOGRAPHY



SEAN CALITZ PHOTOGRAPHY



SEAN CALITZ PHOTOGRAPHY

Keep in touch
and hear our
latest news via
social media



Make future
bookings via
our website:



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, and his original drawings can be viewed at the Soane Museum. The houses are typically Georgian with panelled doors, fanlights, corning and interior panels. Space was reserved for stabling for each property. The area retained a rural feel with a large duck pond nearby



SEAN CALITZ PHOTOGRAPHY

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. Indeed, previous censuses and other historical documentation have confirmed that during the early 1900s, some properties along the street were gradually converted into elegant apartments and some altered for commercial use (including 7 Hertford Street, where the Hertford Street Motor Hire Company opened in 1906).

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

In the heart of Mayfair



SEAN CALITZ PHOTOGRAPHY

Hyde Park Corner

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, the boutique shops, bars and restaurants of Shepherd Market, celebrated landmarks and galleries; furthermore, we have good transport links with Hyde Park Corner (Piccadilly line), Green Park (Jubilee, Piccadilly and Victoria lines) and Bond Street (Jubilee and Elizabeth lines) underground stations nearby.

Culture

A must-visit attraction for any art lover to visit in London is the **Saatchi Gallery**, which holds exhibitions of contemporary art showcasing the work of emerging artists. They are also home to *Firsts*, the UK's most prestigious rare book fair and the annual British Art Fair. Alternatively you may wish to visit **Frameless** at Marble Arch, London's first permanent digital immersive arts experience, which promises visitors a multi-artist, multi-genre, multi-dimensional tour of masterpieces from Rembrandt to Monet and is truly one of a kind.

In the world of theatre the **ROH** offers *The Nutcracker* from 6th December to 14th January; a ballet described as a sparkling festive treat for the whole family, complete with period designs. **The Royal Albert Hall** host their annual performance of Handel's *Messiah* on 14th December. Having been performed at the venue over five hundred times since 1872, this is a true London tradition not to be missed. If you prefer to see the works of literary greats on the stage, there are opportunities aplenty, such as Conan Doyle's masterpiece *The Hound of the Baskervilles* performed by the BBC Symphony Orchestra at the **Barbican** - the game is afoot on 20th December. From 23rd November to 21st January the newest iteration of Shakespeare's *Othello* is performing at the **National Theatre**.

There are also many exhibitions to explore within the city's extensive range of museums. A stone's throw away from **Shakespeare's Globe** is the **Tate Modern**, where between 5th October and 12th March an exhibition devoted to Cezanne can be visited, which shall include many pieces displayed in the UK for the first time. Over in South



The Royal Albert Hall

WILLIAM BARTON/SHUTTERSTOCK

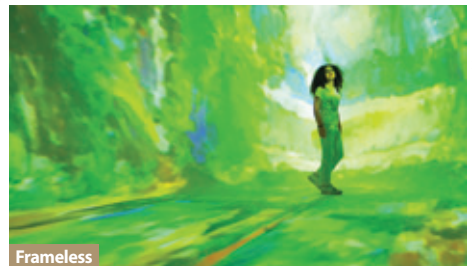
“As a young person who loves visiting London museums and galleries, I highly recommend others like me to look into memberships such as the Tate Collective and the V&A Student Art Pass. The advantages include special events and discounted exhibition entry.” Toby

Kensington the **V&A Museum** presents *Beatrix Potter: Drawn to Nature* until 8th January, which will explore Potter's life outside of the animal characters that made her one of the most iconic children's authors. **The Royal Academy of Arts** is only half a mile away from 9 Hertford Street and always has exhibitions of interest. This spring (21st January to 10th April) *Spain and the Hispanic World* is open, displaying treasures from the collection of the **Hispanic Society Museum & Library**. This exhibition shall act as a tour of Spanish art in every form. **Sir John Soane's Museum**, located within the very house the great architect built and lived in, is open every Wednesday to Sunday. The second floor has been transformed back into the intimate family space it was before, and can be seen for free upon entrance to the museum.

KOTOMI/FULCR



Sir John Soane's Museum



Frameless

FRAMELESS

COLONEL SAAB



Colonel Saab



Cavita

CAVITA

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.

Le Boudin Blanc Trebeck Street ££

Stylish and sophisticated French cuisine in an elegant surrounding.

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.

The Wolseley Piccadilly £££

Set in the most beautiful Art Deco building (which was originally built as a Wolseley Motors Limited showroom), The Wolseley offers modern European food and traditional afternoon teas.

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!

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

This summer, Mayfair welcomed its first sustainable department store, **The Good Store**, which offers conscious choices for its customers, all under one roof, which makes green shopping just so easy!

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.

SEAN CALITZ PHOTOGRAPHY



Our Head of Housekeeping Lourdes



Santander Cycle

CHAZ BHARJISUTENSTOCK

Both **Whole Foods Market** (Piccadilly Circus) and **Mercato Mayfair** (North 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 November 2022. 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).

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.



Floris

CHRISPICTURES/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), which are detailed in our Going Green section (p.6).



Liberty London

JAMES PETTS/FLICKR

AUDE GIMONET



Leon at a museum workshop



London Science Museum

ANTON JANOU/SUTTERSTOCK

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.

Children are welcome to have a quintessential British afternoon tea at the Palm Court restaurant within **The Langham**. Ideal for guests 12 and under, the menu promises a range of sandwiches, surprise sweet treats and drinks.

If the weather is nice you could take a brisk seven minute 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**. If you're staying over the festive period you'll be in time for their annual **Winter Wonderland**, full of Christmas-themed rides, stalls and shows. 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 a centre devoted to one of the things that makes our city so special; the **London Transport Museum**. For any budding scientists in your party, the **London Science Museum** is free and covers everything scientific, from the environment to video games.

Other unique days out include the **London Zoo**, containing numerous interesting and adorable species. In Shepherd's Bush lies **KidZania**, an indoor city which gives kids the opportunity to role-play jobs and earn kidZos, which can be exchanged for gift shop goodies.

“ 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

London has a bustling theatre community, a trip to a show is a must. Critically acclaimed plays due to return to the stage in coming months include *The Lion, the Witch and the Wardrobe* at the **Gillian Lynne Theatre** (18th July to 8th January), and the **Old Vic's A Christmas Carol** (12th November to 7th January). Playing at **Sadler's Wells** is *Sleeping Beauty* (29th November to 15th January), said to have masterly storytelling.

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. For tiny theatregoers the **Theatre Royal** Haymarket offers *Peppa Pig's Best Day Ever!* from 1st December, featuring many fan-favourite characters.

Many museums including the RIBA, Sir John Soane's Museum, the V&A and the Design Museum run artistic workshops for children and families, find out more on their websites.

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**, 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



Leon and Daisy

9 HERTFORD STREET



Lucy, Vincent and Theodore

SEAN CALITZ PHOTOGRAPHY

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



Clara outside King's Arms

9 HERTFORD STREET

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 seven days a week.

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!



DAVID TETI PHOTOGRAPHY

Working from 9 Hertford Street

“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.

Marshall Street Leisure Centre & Spa, set in a beautiful Art Deco building, offers a state-of-the-art gym, a 30m pool (with original marble floor) and a fabulous range of fitness classes.

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

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.

ALAN KEAN/SHUTTERSTOCK



Smythson

ALEXEY FEDORENKO/SHUTTERSTOCK



Elizabeth Line



O2 Arena

RAJIV BHUTAN/FLICR

PURPLE TRAIN, PURPLE TRAIN

The **Elizabeth Line** is our newest London Underground line, one of the most iconic parts of the City. Named after the UK's longest-reigning monarch, the line has 41 stops and covers 118km, more than any other line. You can also use it to not only explore different areas of London, but go beyond its borders; here are some routes that we recommend!

The nearest Elizabeth Line station from Hertford Street is **Tottenham Court Road** (at time of release the nearer **Bond Street** station has not yet opened), and from there it's three stops until you reach the district of **Whitechapel**. Here you can visit **St Dunstan in the East Church Garden**, a unique green area within the ruins of a 10th century church with later additions by Wren. You can also catch some live theatre or music at **Wilton's**, the oldest **Grand Music Hall** in the world. There is also an abundance of bars and restaurants to cater for every diet within the area.

Another possible route goes towards the **Royal Borough of Greenwich**, stopping at **Canary Wharf**, **Custom House** and **Woolwich**. In this area you can visit the Greenwich museums, including the celebrated **Cutty Sark** ship and the **Royal Observatory**, home to the Prime Meridian. Another option is experiencing the various concerts, exhibitions, shops, eateries and more at the **O2 Arena**, you could even update your social media whilst visiting their on-site Selfie Factory! To

“ *The Elizabeth Line runs through the Mayfair area of London, and will stop at Bond Street (which is also on the Central and Jubilee lines). We are absolutely delighted that it will make journeying to and around London even easier for our guests.* ” **Lucy**

cover the area further you can explore from up high on the **Dockland Light Railway (DLR)**, passing landmarks such as the historic **Billingsgate Market**.

Westbound the line passes **Paddington**, **Acton** and **Ealing Broadway**, near **The Musical Museum**. A 5 star rated attraction, the museum holds a collection of automated musical instruments and tells the tale of music throughout the ages. Further along the line passes **Heathrow Airport**, where there is easy access to all five terminals.

Eastbound you can visit **Stratford**, which boasts the **Westfield Stratford City** shopping centre, the biggest of its kind in Europe, the **Queen Elizabeth Olympic Park**, and journey along the Thames via boat tours and swan pedalos. If you wish for some time away from the hustle and bustle of London, the line rides towards **Shenfield**, which contains the **East Anglian Railway Museum** and the **Hopefield Animal Sanctuary**.

There are also many other locations that can be accessed via the Elizabeth Line, and we can't wait to see and hear about your adventures!



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.