

PRIVATE
RESIDENCES
IN THE HEART
OF MAYFAIR



9 HERTFORDST



Welcome

At 9 Hertford Street we offer luxury self-catering apartments in the heart of Mayfair with a concierge and housekeeping team available for anything you may require during your stay. Established 55 years ago, we are proud that our business has been accredited with 4 stars from VisitEngland in recognition of our high standards of service and accommodation.

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.

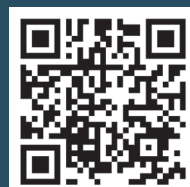
Please note that all information printed within is correct at time of going to press, however we recommend that you check the venue for the most up-to-date information.



Keep in touch and hear our latest news via social media



Make future bookings via our website



SEAN CALTIZ



AUDE GIMONNET



AUDE GIMONNET



SEAN CALTIZ

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 CALTIZ

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.

RICHARD ANSETT, SHOT EXCLUSIVELY FOR THE WALLACE COLLECTION, LONDON



Grayson Perry: Delusions of Grandeur



BBC Proms ROYAL ALBERT HALL

SHUTTERSTOCK/SAMPALANO ANIZZA

SHUTTERSTOCK/PANDORA PICTURES



Afternoon Tea



Undercroft Mayfair

UNDERCROFT MAYFAIR

Culture

RA Summer Exhibition Royal Academy of Arts (17 June – 17 August)

This prestigious open submission exhibition features the works of both emerging and established artists. Typically, two-thirds of the entrants are non-Academicians and 5,000+ works are sold.

BBC Proms Royal Albert Hall (18 July – 13 September)

This annual series of classical music concerts offers a fabulous variety of music performed in the historic Royal Albert Hall.

Cecil Beaton's Garden Party Garden Museum (14 May – 21 September)

This beautiful exhibition explores the influence of flowers and gardens on Beaton's costume and set designs and his photographs, paintings and drawings.

LUCY SUTTON-LONG



Royal Academy Summer Exhibition

“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

Grayson Perry: Delusions of Grandeur Wallace Collection (28 March – 26 October)

This landmark exhibition features over forty of Grayson's works, created especially for the show, which explore the influence of the gallery's collection on contemporary art.

Cartier V&A (12 April – 16 November)

A major exhibition celebrating the work of the Maison Cartier with over 350 exquisite pieces on display.

Dress Codes Kensington Palace (until 20 November)

Dress Codes examines the codes and conventions of British royal fashion with some fascinating pieces from the Royal Ceremonial Dress Collection, some of which are on show for the first time.

Oliver! Gielgud Theatre (until 29 March 2026)

Lionel Bart's musical adaptation of Charles Dickens' Oliver Twist is one of the capital's best-loved and oldest musicals with a wonderful score and brilliant casting.

COMING SOON

Lee Miller Tate Britain (2 October – 15 February 2026)

Gilbert and George: 21st Century Pictures Hayward Gallery (7 October – 4 January 2026)

Cecil Beaton's Fashionable World National Portrait Gallery (9 October – 11 January 2026)

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.

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 Soho and Covent Garden £

Established in 1988 and completely plant-based since 2021, Mildreds offers a menu of globally inspired dishes. 🌿

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. 🐾

Undercroft Mayfair St George's Church, Hanover Square ££

Fine Italian cuisine in a unique, elegant setting.

Ye Grapes Shepherd Market £

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

“It was our absolute pleasure to visit Undercroft Mayfair, Aldo Zilli's restaurant located in the crypt of St George's Church Hanover Square (which opened in January). Aldo has created a fabulous menu which celebrates Italy's heritage with inspiration from over twenty Italian regions. The dishes are complemented by a fantastic selection of cocktails created by master mixologists. The unique setting is beautiful – the exposed brickwork and historical features are illuminated by candles which create an intimate and relaxing atmosphere. Hospitality is at the core of the venture, and the team are attentive and thoughtful. We were especially grateful to Aldo for his care and kindness with our food allergy, talking us through the menu and explaining how he could adapt dishes to meet our needs.” Lucy



London Eye



Underground

KIDS ABOUT TOWN

The Paddington Bear Experience™ County Hall (until 31 August)

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

Robot Zoo Horniman Museum & Gardens (until 26 November)

This family-friendly interactive exhibition explores how animals function through the use of everyday items and animatronics. Highlights of the exhibition include a robotic rhino, a squid with 18-foot tentacles and a housefly with a vacuum cleaner mouth!

Pirates National Maritime Museum (until 4 January 2026)

This fascinating exhibition explores fictional pirates alongside the history of real pirates including Edward 'Blackbeard' Teach, William Kidd, Anne Bonny and Mary Read.

Starlight Express Wembley Park Theatre (until March 2026)

Andrew Lloyd Webber and Richard Stilgoe's award-winning musical follows the story of young steam engine Rusty as he races against diesel and electric locomotives, inspired by the legend of the Starlight Express train.



Paddington Bear at 9 Hertford Street

Aude and Leon very highly recommend taking the train to the Warner Bros. Studio for the Making of Harry Potter tour. Go Ape at Battersea Park is a great way to let off steam, as is the London Aquatics Centre – a stunning building designed by Zaha Hadid. For fun and adventure, there's the Sherlock Holmes escape room and for the latest innovations in video games, head to Samsung KX. Outernet London on Tottenham Court Road is an amazing immersive entertainment hub incorporating the arts, culture and music.



AUDE GIMONET

London Eye Westminster Bridge Road (permanent)

Enjoy London from above by taking a ride on Europe's tallest cantilevered wheel, the iconic London Eye, which celebrates its 25th birthday this year.

Paradox Museum Brompton Road (permanent)

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

Young V&A Cambridge Heath Road (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.

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. 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.

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.



Leon and Daisy

“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.

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



Lourdes with guest



Dog welcome pack

SEAN CAULTZ

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!

Gentlemen'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.



SEAN GAULTZ

“ 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.

SHUTTERSTOCK/FAST-STOCK



SHOPPING



ANYA HINDMARCH



SHUTTERSTOCK/CHRISTAVELS.COM



LUCY SUTTON-LONG



SHUTTERSTOCK/CHRIS DORNEY



LUCY SUTTON-LONG



SHUTTERSTOCK/ANASTASIA LEMBRIC

1. ANYA HINDMARCH VILLAGE (Pont Street) Unique and collectable items in the brand's trademark playful style. Look out for their fun ice cream concept shop during the summer months!

2. PENHALIGON'S (Regent Street & Covent Garden) Founded in 1870, this luxury perfumier has fragrances favoured by members of the Royal Family. **3. FARM SHOP** (South Audley Street) Seasonal produce as well as coffees, toasties and freshly-made sandwiches. **4. FLORIS** (Jermyn Street) Established at this address in 1730, Floris is the place for all things fragrant. **5. HEYWOOD HILL**, (Curzon Street) Fabulous range of titles (including limited editions), gift boxes and book subscriptions. **6. LIBERTY LONDON** (Regent Street) Iconic fabrics, luxury beauty items, designer clothing and homeware. **7. MARY'S LIVING & GIVING SHOP** (Notting Hill, Kew, Little Venice & Primrose Hill) Preloved clothing and homeware, sold to raise money for Save the Children.

8. HAMLEYS (Regent Street) Founded in 1760, this flagship store covers seven floors with every toy and game you could wish for! **9. BOROUGH MARKET** (Southwark Street) London's oldest and largest food market is an excellent place to source fresh produce, speciality foods and a fantastic variety of international cuisines. **10. POETRY PHARMACY** (Oxford Street) Poetry books, gifts, stationery and a coffee shop.

“ 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/CHRISTAVELS



SHUTTERSTOCK/ENI BREZZE



SHUTTERSTOCK/ELENA ROSTUNOVA



LUCY SUTTON-LONG

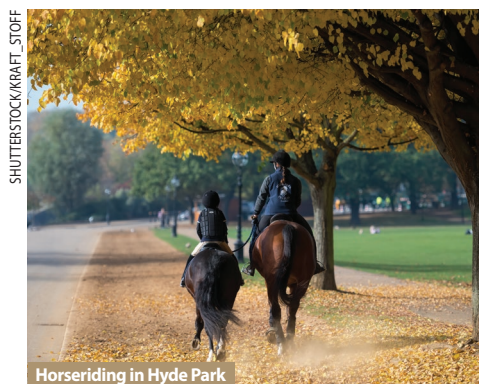
The GREAT Outdoors



Little Venice

Chelsea Flower Show and Chelsea in Bloom
Chelsea is the place for any anthophile to be when it hosts both the Chelsea Flower Show (20 – 24 May) and Chelsea in Bloom (19 – 25 May). Held in the grounds of the Royal Hospital since 1912, Chelsea Flower Show presents some of the most innovative garden designs and is where new plant varieties are launched. Chelsea in Bloom is a free annual event that sees the streets, squares and shopfronts of Chelsea transformed with the most beautiful and elaborate floral displays.

GoBoat
Why not explore beautiful Little Venice on Regent's Canal in a self-skippered boat? GoBoat, who are based in Paddington's Merchant Square, hire out eight seater motorboats which are child- and dog-friendly. All motorboats are furnished with a picnic table – perfect for enjoying a leisurely lunch whilst voyaging along the water. No previous experience is necessary as GoBoat will give you a little training session before you set off.



Horseriding in Hyde Park



Chelsea in Bloom

“ In London you get the best of both worlds, so many historic buildings but also a great variety of green spaces, too.”
Lucy

Hyde Park
Hyde Park is our nearest green space, just 0.2 miles from Hertford Street. It's one of London's largest parks, covering 350 acres. It has a boating lake, a lido, horse riding stables, a rose garden, a café and areas dedicated for tennis, table tennis, lawn bowls, padel, football and putting.

Kensington Gardens
Kensington Gardens is next to Hyde Park. It's home to the Serpentine Gallery, the Albert Memorial, an Italian garden, formal gardens, a café and orangery restaurant, a Peter Pan statue and The Diana Princess of Wales Memorial Playground. This beautiful play area (one of London's favourites) pays homage to the stories of J M Barrie who lived nearby and was inspired by the Gardens.

Mount Street Gardens
Mount Street Gardens is a quiet oasis filled with trees, shrubs, benches and birdsong – the perfect place to relax and unwind.

Theatre in the Garden
Theatre in the Garden is an exciting programme of performances held during the warmer months at the Actors' Church in Covent Garden. With a wide array of shows ranging from Shakespeare to literary classics, plus daytime and evening performances, there's something for everyone.



Leighton House

HIDDEN GEMS

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.

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.

“ There's always something new to find in London. I love nothing more than grabbing a map and exploring the capital.”
Lucy



Brighton



All Souls Oxford

FURTHER AFIELD

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 and Bridgerton filming locations.

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!

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.

“ We're so lucky, not only do we have a great transport system within London, but there are so many places you can explore via the train networks. You'll truly be able to maximise your Mayfair stay!”
Toby



Strawberry Hill

EXPLORE the heart of the Capital

- | | | |
|--------------------------------|----------------------|---------------------|
| 1 V&A | 4 Wallace Collection | 7 Liberty London |
| 2 Royal Albert Hall | 5 Trafalgar Square | 8 Buckingham Palace |
| 3 Uber Boat by Thames Clippers | 6 Royal Academy | 9 Science Museum |



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).

