



# CLARIDGE'S



## **LONDON'S MOST PRESTIGIOUS HOTELS; CLARIDGE'S, THE CONNAUGHT AND THE BERKELEY FORGES A STYLISH PARTNERSHIP WITH ICONIC BRITISH BRAND BURBERRY**

Claridge's, The Connaught and The Berkeley, part of Maybourne Hotel Group, have forged an exclusive collaboration with the iconic British fashion house Burberry. The three landmark London hotels have a history of innovative guest service touches and now they offer their suite guests, come rain or shine use of a beautifully tailored, classic Burberry trench coat during their stay. This partnership is a natural fit, with both Burberry and the British hotels sharing a distinguished heritage and the city of London being at the heart of both brands.

The signature Burberry trench coats for both men and women can be found hanging in the wardrobe of the hotel's suites, ready to be worn and enjoyed by guests on arrival. If alternative sizes are required, or indeed if guests wish to purchase a trench coat, hotel staff can arrange for a new one to be brought to the suite.

The trenches are of course complimentary for guests to use throughout their entire stay, however those who decide to purchase one, will receive a brand new trench coat sent from the nearest Burberry store, beautifully packaged in a personalised bag. Each trench features a unique serial number inside identifying it as either a Claridge's, The Connaught or The Berkeley Burberry trench.

Burberry was established in 1856 and is synonymous with the iconic trench coat, constructed from the cotton gabardine fabric invented by founder Thomas Burberry and featuring authentic heritage details.

As a guest at Claridge's, The Connaught and The Berkeley not only will you have use of a Burberry trench coat during your stay, but you will also be exclusively entitled to experience Burberry Private Clients services, and styling experts, who provide a seamless and personalised service to hotel guests.

## **ABOUT [CLARIDGE'S](#)**

At the centre of London's Mayfair, Claridge's, part of Maybourne Hotel Group, embodies grand English style, timeless glamour and impeccable, intuitive and highly tailored service. It is London's art deco jewel, and home to breath-taking rooms and suites. From London's finest afternoon tea in the Foyer to vintage champagnes and rare spirits at Claridge's Bar, all are part of the hotel's unique splendour and charm.

### **For further information please contact**

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