



# CLARIDGE'S



## **ICONIC HOTEL, ICONIC DESIGNER:**

### **DIANE VON FURSTENBERG GUESTROOMS AND SUITES FOR CLARIDGE'S**

London – Claridge's, one of the world's most famous and glamorous hotels, has collaborated with legendary fashion designer Diane von Furstenberg to bring her signature style to a series of guestrooms and suites.

For more than a century, Claridge's, considered the Art Deco jewel of Mayfair, has stood as an emblem of timeless elegance in London and is the hotel where Diane von Furstenberg has been a loyal guest for the past three decades.

“Claridge’s is the most glamorous hotel in the world,” says von Furstenberg, “hotels like this don’t exist anymore and the legacy must be respected! It is very important to keep the original architecture and the formality of the layout of the rooms in order to preserve the old style of grand hotel life that I love so much. It has been a true privilege to design new furniture, fabrics and rugs to keep it relevant for today’s needs and taste.”

One of the world’s most celebrated designers, Diane exemplifies the modern global nomad, traveling the world for inspiration and drawing upon her own experiences in her designs. Travel is her muse and in 2008 von Furstenberg’s first cruise collection drew inspiration from Claridge’s, the hotel that has been her home away from home in London since the 1970’s.

Designed in collaboration with longtime friend and interior decorator Olivier Gelbsmann, the hotel’s legendary Piano Suite was one of the first to be unveiled. Each guestroom boasts its own DVF style whilst preserving the Art Deco heritage of Claridge’s. Beautiful contemporary prints, Chinese florals in big, bold scale and animal patterns are just a few of the styles presented in the chic, inspiring spaces. Each bedroom also has a Diane von Furstenberg custom designed cashmere blanket in sumptuous colour combinations.

Four star pieces including a dressing table, travelling trunk, desk and cocktail bar, all inspired by Diane von Furstenberg’s travels and the mobility of campaign furniture, were created for some of Claridge’s guestrooms and suites. The dressing table recalls trips to Italy, the traveling trunk evokes images of caravans and stylish steamer trunks, while the cocktail bar resembles jewellery boxes found in the Middle East. Each room also features furniture handmade by British craftsmen and light fixtures that have been created in the UK and Paris using Murano glass. The rooms also displays photographs taken by Diane von Furstenberg on her travels through Europe, Asia, Africa and the Middle East.

The window dressings, inset wall coverings and upholstery, feature DVF’s exclusive textile collection which is available to interior designers and consumers. Cotton canvas fabrics range from a black and white ikat print to a bold wide stripe. The contemporary selection of fabric combined with the elegance of Claridge’s sets the contemporary yet refined tone of the rooms.

The Piano Suite's bedroom is a light and dreamy compliment to the bold living room, featuring a pale thistle and off-white design scheme and a bleached solid oak four-poster bed. All glasswork found throughout the suite is Murano and boxes and trays have been specifically hand-crafted in Bali. The floor coverings utilize Diane von Furstenberg's handcrafted rugs from The Rug Company, a long time design partner. The handmade, luxurious wool and silk rugs feature signature modern animal patterns in dark chocolate brown and ivory, and are inlaid within the suite's hardwood flooring.

Since opening its doors in 1898, Claridge's has been the destination of choice for discerning travelers. Diane von Furstenberg's guestrooms and suites compliment the bespoke design legacy of Claridge's while celebrating the glorious future of the Art Deco jewel. Home to the legendary Claridge's Bar and Fumoir, Claridge's has played host to royalty, celebrities and heads of state who desire timeless elegance at London's best address.

For more information on the Diane von Furstenberg guestrooms and suites at Claridge's, please contact +44 (0)20 7107 8862 or [www.claridges.co.uk](http://www.claridges.co.uk)

### **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.

### **ABOUT MAYBOURNE HOTEL GROUP**

Maybourne Hotel Group whose headquarters is in Mayfair, London, owns and manages Claridge's, The Connaught and The Berkeley three of the world's most renowned hotels. Maybourne hotels are committed to delivering authentic and unique guest experiences

that reflect the individual nature of its hotels, its guests and its people whilst maintaining a timeless elegance and intuitive service style that are the hallmarks of its properties.

### **ABOUT DIANE VON FURSTENBERG**

DIANE von FURSTENBERG, one of the premier names in American fashion, was founded in 1972 by the designer. Renowned for its iconic wrap dress and signature prints, DVF has grown into the global luxury lifestyle brand it is today. The company, headquartered in New York City, has expanded to a full comprehensive line of ready-to-wear, swimwear, handbags, footwear, luggage, accessories, fine jewelry, watches, fragrance, eyewear and rugs. Its distinctive collections are sold in over 71 countries and in 34 namesake retail boutiques worldwide.

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