

## WHAT'S NEW IN

## Mayfair

Landing in London's smartest neighbourhood, these new hotspots prove that Mayfair will always be in fashion

Words by Nicole Trilivas

The central London neighbourhood of Mayfair has long attracted high society. Made up of elegant leafy squares, old-world cobbled streets, and aristocratic mansions, the area rose to prominence in the 18<sup>th</sup> century and has remained in fashion ever since – thanks in part to a non-stop stream of chic new restaurants, flagships and galleries to keep things interesting. From sleek supercar shops to sustainable spots to sleep, here's what's new in London's top postcode.

## Retail Revival

Mayfair has always been famed for its upmarket retail stores, with some of the world's best-known and best-respected names setting up shop in the area. Sophisticated Savile Row is known globally for skilled suit tailoring (even James Bond got his bespoke suits here), and elegant Bond Street is famed for fine jewellery artisans and international fashion brands.

The shopping scene has surged of late, commanding some of the highest rents for retail worldwide. New arrivals include bridal and eveningwear boutique Monique Lhuillier, with the brand's first standalone UK boutique debuting on South Audley Street, and chi-chi Danish electronics marque Bang & Olufsen, opening its largest-ever flagship on New Bond Street. Another sleek new flagship comes from British supercar outfit Lotus, with the brand's first European brand centre on Piccadilly. The store serves as an automotive gallery of sorts,



Monique Lhuillier, South Audley Street



Halycon Gallery

displaying striking classic cars from its 75-year history of motoring.

Speaking of works of art, we can't talk about Mayfair without mentioning the high-profile galleries that line the streets. Some of the biggest recent news comes from Halycon, an institution in the contemporary art world since the 1980s when it first opened. Last spring, the gallery debuted a new, cutting-edge art space on 148 New Bond Street near its other location at 29 New Bond Street.

The current exhibition, running at its newest branch, is a celebration of the beauty in everyday. Running until July 7, the works explore various subjects through different lenses, including David Hockney's *Untitled 346* that depicts a vase of tulips. Some of Bob Dylan's paintings are also on display as part of the temporary showcase. You can see his *Woman in Red Lion Pub* and *Sidewalk Café* alongside bright modern art by Pedro Paricio.





Claridge's Restaurant

### Eat Up

It's not difficult to eat well in Mayfair. The neighbourhood's omakase scene shows no signs of slowing any time soon. A favourite among gourmands is the expertly rendered Sushi Kanesaka at the Dorchester Collection's 45 Park Lane hotel, which recently won its first Michelin Star just seven months after opening. (At £420 a head, it also wins the title for London's most expensive restaurant.) This bijou hideout has seating for just 13 at the minimalist cedar-wood chef's counter and serves up to 20 courses at two evening seatings. Expect immaculate, sea-fresh bites like freshwater eel hand rolls (unagi kabayaki) and beluga-caviar-topped winter squid (yariika). You might have to pull some strings to get reservations, but any effort will be worth it. Another recent omakase arrival is Taku on Albemarle Street, which also has one Michelin Star.

For a more quintessentially British bite, it has to be Claridge's Restaurant. Housed in the famed grand dame hotel, Claridge's Restaurant recently revealed a whole new art deco look. Like the gilded surroundings suggest, this is a place for timeless British dishes, including a traditional Sunday Roast.

Then, for some after-hours delights, there's the new Mistress restaurant, a dimly lit lair for shared-plate dining that turns into disco and dancing.

PHOTOS: COURTESY OF THE HOTELS AND RESTAURANTS



Sushi Kanesaka



22 Hanover Square

### Bed Down

There is no shortage of iconic hotels in Mayfair (see the aforementioned royal-favourite Claridge's and the ultra-private Brown's, both of which date back to the 1800s), but the new kids on the block are shaking up the old guard.

Overlooking Green Park, the eco-chic 1 Hotel Mayfair arrived last summer (just around the corner from the new Lotus showroom), but only just revealed its seventh-floor Green Park Penthouse, the largest one-bedroom suite in the area. A sky-top study of natural materials and understated organic colourings, this 274-square-metre residence is all about bringing the outside in, with airy double-height ceilings and – to make the most of those rare sunny days – floor-to-ceiling windows and a wrap-around balcony. Other design features include a soothing soaking tub carved from tiger stone and a double-sided working fireplace for cosy nights. Even if you're not staying in the hotel, the signature restaurant Dovetale (by British chef Tom Sellers) is worth visiting for the make-your-own ice cream sundae cart alone.

And if you're in the market to stay somewhere sparkling new, there's an intimate new Mandarin Oriental coming to Mayfair's Hanover Square from June 3. The 50-key luxury new-build boasts sumptuous suites dressed in de Gournay silk wall coverings; a spoiling spa with a 25-metre pool; and London's first high-concept Korean chef's table, created by chef Akira Back (who also has a restaurant in Dubai).



Green Park Penthouse, 1 Hotel Mayfair