

EXPLORE

ABOVE & BEYOND

From the heavyweights behind Claridge's and The Connaught, the all-suite Emory reaches new heights of luxury in London

Words by Nicole Trilivas



The Champalimaud Suite



London has seen an influx of new hotels lately, but The Emory stands apart – and above – in many ways. First come the credentials – the ground-up new build in prime Belgravia has some big names behind it, including Qatari-owned luxury hotel operator Maybourne, the team behind bona fide London icons like Claridge's, The Connaught, and The Berkeley (not to mention chic overseas siblings The Maybourne Beverly Hills and The Maybourne Riviera). Then come the superlatives – not only is this London's first all-suite hotel of note, but it also has the most expensive starting rates in the capital. Well worth it, we say.

The Emory is the very definition of quiet luxury – the modern, restrained foil to the history-laden, elaborate

restaurant by world-famous chef Jean-Georges Vongerichten, and the rooftop cigar lounge – are dressed by famed designer Rémi Tessier. These spaces have a high-gloss feel, intimate while also making use of the light, much like the stylish superyacht interiors for which Rémi is best known.

Then there are the suites, each dressed by one of four notable designers – Alexandra Champalimaud, Andre Fu, Pierre-Yves Rochon, and Patricia Urquiola, each in command of two consecutive floors. Featuring the most personality and punch, Patricia Urquiola's work, displayed on floors three and four, has been the most brow-raising since the hotel's opening in spring 2024. No matter the designer, all suites feature floor-to-ceiling windows (half facing Hyde Park and



The Emory Bar



The Market Table private dining space

Claridge's. While many of the suites are visible from the street, the hotel has an if-you-know-you-know air. There is no screeching look-at-me exterior signage or a grand entryway or lobby. Nothing is overdone or too much. Instead, neutrals dominate – especially in the 61 suites, which are the epitome of good taste and good sense.

The design is another of The Emory's unique selling points, and the roster of talent is remarkable. With a series of steel, crane-like masts jutting from the rooftop (the hotel calls them "sails" and features them in the logo), the striking glass building comes care of architectural firm RSHP and is one of the final projects of the late great Lord Richard Rogers, the legendary architect with a hand in Paris' Pompidou Centre and London's futuristic Millennium Dome and Lloyd's building. The hotel's public spaces – including the spa, the

the perpetually busy A4 road, and the other half overlooking the quiet interior courtyard just off Old Barrack Yard) and Juliet balconies to let in fresh air. Other spoiling in-room features include a range of Dyson hair tools, complimentary and customisable food and beverage options, and fragrant, full-sized toiletries from Surrenne – the hotel's self-created wellness space, tucked away on four below-ground floors.

The sleek, subterranean Surrenne is open to hotel guests and serves as a member's-only health club with daily fitness classes (including the UK's first and only Tracy Anderson studio), a chic lap pool with gold leaf ceiling and underwater speakers, and even an in-house doctor, offering everything from in-room IV infusions to hyperbaric chamber sessions.

For guests wanting a more relaxing experience, there's a full spa with seven treatment rooms and two white-onyx

PHOTOS: COURTESY OF THE EMORY



Sunbeds at the indoor pool

hammam rooms. Try the Stella McCartney facial, which uses organic ingredients and is available only at Surrenne, and stock up on the up-and-coming line of Ipsum products, made with native plant oils and extracts from the hinterlands of Australia's Byron Bay. (Enriched with macadamia nut oil, the luscious face oil knocks years off your skin.)

Like the rest of the hotel, Surrenne is a high-design dream. It would be so easy to whittle away the day here, swanning about from the Ashitsu massage room to the scented, sensory steam room in one of the spa's silky kimono-style dressing gowns, aswirl in chinoiserie patterns. The Surrenne brand will eventually be rolled out across all Maybourne hotels.

Now, from the lower levels to the tippy top – the tenth-floor rooftop lounge Bar 33 – named for the hotel's address and set in a glass pavilion – offers guests a chance to do their

sightseeing in one fell swoop with mesmerising views over London's key attractions like Big Ben and the Houses of Parliament, the London Eye, and The Shard. Across from this venue is The Emory Cigar Merchant, with around 150 labels on offer, including vintage gems like a 1985 Montecristo Dunhill Selección No.1.

Last but definitely not least, no stay is complete without a fresh feast at abc kitchens, which fuses the concepts behind Jean-Georges' New York institutions abc kitchen, abcV and abc cocina to make a greatest-hits compilation. Signatures include velvety pea guacamole (fresh and seriously moreish) and the salty-sweet crab toast, made here with crab from Dorset in south-western England. This makes for a delicious end to an unforgettable stay in London's newest hotel.

Visit the-emory.co.uk