



THE LANGHAM
London

PRESS RELEASE

THE LANGHAM, LONDON UNDERSCORES ITS LOCATION IN THE HEART OF THE CAPITAL'S RETAIL DISTRICT WITH CREATIVE OFFERS FOR SERIOUS SHOPPERS.



With its location at the top of Regent Street, The Langham, London rightly claims to be the best placed luxury hotel for visitors wishing to indulge in the diverse shopping delights of London.

Originally opened in 1865 as Europe's first 'Grand Hotel', The Langham, London was advertised from the very start as boasting an unrivalled location in London. Today, The Langham still stands at the epicentre of the West End between theatreland and the bustling retail of Regent Street and Bond Street and the charming individual boutiques of Marylebone Village and Fitzrovia.



Guests can not only maximize their time indulging their desire for retail therapy by staying just steps from the stores, but also by taking advantage of The Langham's **"Your Heart's Desire"** package which offers shopping perks and discounts at many of the Regent Street stores. Also, if guests become over laden with shopping bags, the hotel's bellman will collect your purchases from any Regent Street store and return them to the hotel so you don't lose any valuable shopping time. The launch of this package is perfectly timed to attract the Christmas shoppers and bargain hunters in the New Year sales.

1c PORTLAND PLACE, REGENT STREET, LONDON, GB W1B 1JA
T +44 (0)20 76 36 1000 F +44 (0)20 7323 2340
LANGHAMHOTELS.COM

AUCKLAND

BOSTON

HONG KONG

LONDON

MELBOURNE

PASADENA

SHANGHAI



THE LANGHAM
London

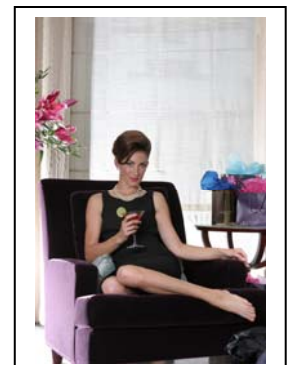
“Your Heart’s Desire” package may be purchased in three tiers:

Grand – rates from £295 (approx. 330 Euros), includes:

- Daily English Breakfast;
- A Regent Street VIP Privilege Card and Shopping Guidebook; offering discounts at selected stores on Regent Street,
- 4pm late check-out, allowing time to bag that last minute bargain;
- A discount voucher worth £30 when spending £150 or more at Liberty, London’s best loved and completely unique luxury emporium.

Suite – rates from £545 (approx. 610 Euros), includes benefits of Grand plus:

- “The Shopping Butler” - to collect your shopping bags, simply call the concierge from any Regent Street store and your shopping bags will be collected and hand delivered directly to your room;
- Exclusive in-room gifts from **Asprey**: a bottle of Purple Water Eau de Cologne and a leather business card holder with an invitation to visit their Bond Street flagship store to have the item personally embossed;
- A £50 Liberty Gift Coin plus extra perks at **Liberty** including:
Le Métier de Beauté (exclusive to Liberty) - guests receive a complimentary makeover and an exclusive Liberty nude petit lip gloss, from this the cutting edge beauty brand; **Murdocks** – 15% discount saving on any male grooming treatment at the famous East End barber, now also at Liberty;
- “The Langham Book Butler” offers a souvenir gift of “A Mile of Style”, a book charting the fascinating history of Regent Street;
- A Champagne Cocktail or Cosmopolitan and sharing platter for two in Palm Court after a hectic day.



1c PORTLAND PLACE, REGENT STREET, LONDON, GB W1B 1JA
T +44 (0)20 76 36 1000 F +44 (0)20 7323 2340
LANGHAMHOTELS.COM

AUCKLAND

BOSTON

HONG KONG

LONDON

MELBOURNE

PASADENA

SHANGHAI



THE LANGHAM
London

Infinite – £5,000 (approx. 5,600 Euros),

For the ultimate shopping professional, accommodation in one of London's largest two bedroom suites, complete with its own colour therapy infinity-edge bath for supreme relaxation after your shopping extravaganza. Includes all benefits of Suite level plus:

- A personal appointment with Liberty Style Service where you will receive bespoke style advice and exceptional customer service. Also included is a £200 Liberty Gift Card to spend;
- Your own copy of a limited edition coffee table book from Ralph Lauren and invitation to visit their Bond Street Store;
- £250 credit to spend in the hotel's restaurants and bar (replaces Suite level Champagne in Palm Court);
- Round trip car service to/from your front door and the hotel.

This year has seen The Langham unveil a substantial programme of refurbishment which has created 380 luxurious guestrooms and suites, stunning new public areas and as well as the David Collins designed **The Landau** restaurant, and **Artesian**, a glamorous cocktail bar, which have quickly established themselves as über chic rendez-vous The dazzling **Palm Court** is famed as the place where the tradition of afternoon tea was born. This timeless ritual can be savoured with delectable delights including the **Bijoux Tea**, an indulgent tea with delicate pastry selections inspired by the collections of top jewellery designers of nearby Bond Street.

Bookings may be made on-line at www.langhamhotels.co.uk, by calling the hotel directly on +44 (0) 20 7973 7503, by e-mail: lon.resv@langhamhotels.com, or via The Leading Hotels of The World or guests' preferred travel agent.