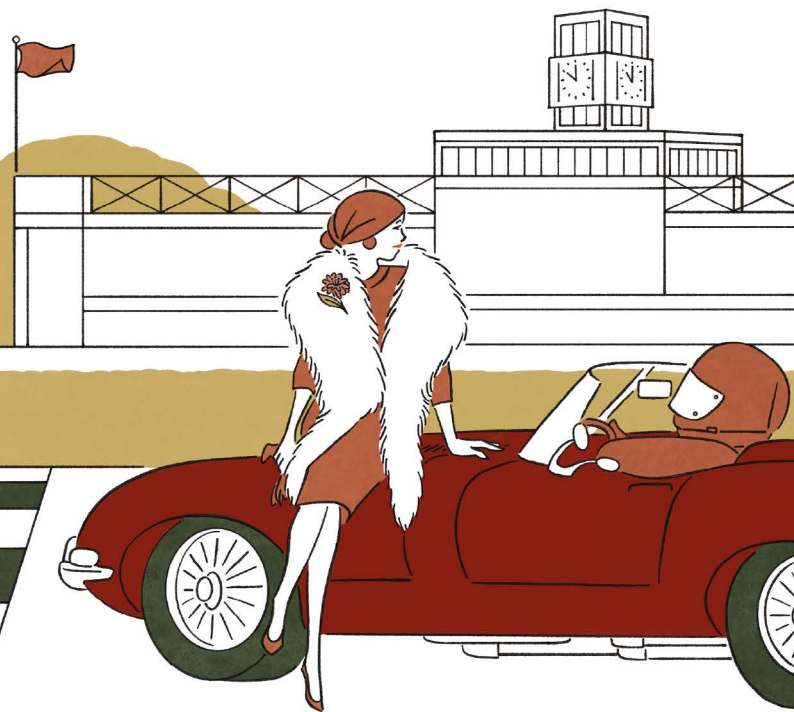


THE BROWN'S SEASON

DAHLIA EDITION



THE LONDON HANDBOOK

SEPTEMBER–DECEMBER 2026

THE BROWN'S SEASON



DAHLIA EDITION

*Autumn into Winter:
A Cultural Journal of London*

SEPTEMBER–DECEMBER 2026



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P R E F A C E

As autumn gathers over Mayfair, Brown's Hotel feels entirely in its element.

It is also the season when London's dahlias are at their most spectacular, making them the natural inspiration for this second edition of our journal on *The Brown's Season*. Holland Park's celebrated displays trace their origins to Lady Holland, the first to cultivate dahlias in early nineteenth century England.

With the lamps over Albemarle Street alight earlier each evening, it feels the right name for what follows: exchanging the outward pageantry of summer for the cosiness of the fireside, the theatre stalls, and the first candlelit dinner parties of the year.

This is a journal born of the collaboration, and expertise, of both houses behind it. Nearly two centuries of autumns have passed through the wood-panelled rooms of Brown's – its doors first opened by James Brown in 1832. In parallel, Laurent-Perrier has marked just as many harvests

in Champagne. Both remain under family stewardship today.

In the vineyards, the weather – that most British of preoccupations – decides the harvest. But nature, Bernard de Nonancourt found, rarely delivers the perfect result. His response changed the course of Laurent-Perrier – blending exceptional vintages to recreate, as he put it, "the perfect year". From that vision came *Grand Siècle*, and a philosophy that still defines the brand today. Selecting only the best grapes, the cellar master blends the fruit into a house style that's unmistakably its own, much like London's elite once created the unique cultural calendar we enjoy today.

The pages that follow are a celebration of the city at this time of year. With the State Opening of Parliament, a new season of opera begins at Covent Garden and the autumn sales return to Christie's and Sotheby's, followed by the switching on of Mayfair's festive lights.

As the evenings draw in, we are ready to welcome you.

— RICHARD COOKE, Managing Director, *United Kingdom & Northern Europe*.

WHAT MAKES LONDON TICK?

When *The Times* published the world's first public daily weather forecast in 1861, it formalised something the British had long understood: *tomorrow's weather was always worth talking about.*

This fascination, much talked about but never mere small talk, stems from an era when the elements governed British society. For centuries, autumn rain and winter frost made the roads between country estate and the capital unreliable. For the landed elite, it determined whether they'd be dining in Mayfair or Hampshire.



The seasons decided when people travelled, entertained, and returned to the capital. At Brown's, we know that London's most memorable moments are often seasonal – a particular performance, an annual gathering, the first evening the Christmas lights appear on Mount Street, stepping in from the cold, through the doors on Albemarle Street, finding the door held open and the fire already lit.

A MATTER OF TIMING

If the seasons provide London's calendar, its people create its character. Every city has customs. London has timing. Knowing when to arrive. How long to stay. Some of the capital's most prized places are renowned throughout the world – the secret to experiencing them at their best lies in the quieter hours, or the right day to visit. The city's greatest treasures are rarely stumbled upon.



THEY REWARD THOSE WHO ALREADY KNOW WHERE TO LOOK.

Our concierges, doormen and longest-serving staff are experts on London, and part of its daily life. They know which exhibitions to see, which streets are worth wandering once the shops have closed, where a rainy afternoon is best spent, and why one neighbourhood can feel entirely different from another only a few minutes away.

This is London's *internal clock*. It cannot be measured in hours or minutes. It is learned through observation, through experience, and through an enduring affection for the city itself.

The *external clock* tells London when to gather. The internal clock tells it how. Neither, on its own, explains the city. It is only when the two are heard together – the season's turning, and the guidance of those who know – that London's true nature becomes clear. This is the insider's perspective. The Brown's Season sets out to trace. Not a map of places to visit, but a record of when and how the city has always chosen to gather, and why.

Across three editions – *the Estival, Dahlia and Primrose* – the same qualities, expressed differently as the seasons renew. Like a fine vintage, it is a matter of expert blending.



Turn the page to follow Brown's celebration of the *Dahlia edition*, across sports, rituals, performance, and art, to reveal the Honour, Belonging, Wonder, and Desire of *autumn into winter*.



HONOUR

Autumn Classics, Historic Motorsport & Field Sports

WHAT TURNED ENGLISH SPORT FROM COMPETITION INTO CEREMONY?

Introduced by LEE BOULTON, Head Concierge

The answer lies not only in the games themselves, but in everything that grew around them. As horsemanship, country pursuits and field sports moved from private estates onto public ground, watched by the very families who had created them, skill alone was no longer enough. It needed etiquette, dress, order and shared customs. Competition became occasion.

When guests ask me where they can experience sport at its most traditional, my answer is nearly always the same – head to a rugby international, horse racing or eventing. You don't just watch these occasions, you become part of them.

I've learned that's rarely down to the sport alone. It's the dress, the shared lunch, a glass of Champagne before the first race: the customs that, over the years, have become as much a part of the day as the competition itself. You'll often see grandparents explaining the traditions to grandchildren, friends introducing newcomers, and families returning year after year.

As a concierge, I love helping guests discover this side of Britain. It's about much more than securing the best seats. It's arriving with enough time, understanding the customs, dressing for the occasion and leaving with stories you'll still be telling long after the final race or whistle. That's what makes a sporting occasion here unlike anywhere else.

**"I LOVE HELPING GUESTS DISCOVER THIS
SIDE OF BRITAIN. IT'S ABOUT MUCH MORE
THAN SECURING THE BEST SEATS."**



DISCOVER THE CLASSICS

UNMISSABLE EVENTS

ST LEGER FESTIVAL

Doncaster, 10th – 13th September

Celebrating its historic 250th anniversary, the St Leger was first run in 1776, the same year as the Declaration of Independence. It remains the world's oldest classic horse race and a definitive autumn flat racing milestone.

GOODWOOD REVIVAL

West Sussex, 18th – 20th September

Historic three-day motorsport event where drivers and spectators dress in period attire, celebrating mid-20th-century racing culture.

BLenheim PALACE INTERNATIONAL HORSE TRIALS

Oxfordshire, 17th – 20th September

Four days of eventing, including dressage, cross-country and showjumping, set against the stunning backdrop of the ancestral home of the Dukes of Marlborough.

GIPCO BRITISH CHAMPIONS DAY

Ascot Racecourse, 17th October

The richest day in British flat racing, bringing the British flat season to a thrilling close with five championship Group races.

AUTUMN RUGBY INTERNATIONALS

Allianz Stadium, Twickenham, 8th – 29th November

Elite, traditional rugby union test matches. England host Australia, Japan and New Zealand before Twickenham stages the inaugural Nations Championship Finals Weekend.

CHEL TENHAM NOVEMBER MEETING

Gloucestershire, 13th – 15th November

A premier three-day jump racing fixture featuring the high-stakes Paddy Power Gold Cup over imposing fences.

BEFORE THE FIRST RACE

SERVED AT BROWN'S

DISH

Available at Charlie's

Roast Packington Estate venison, sustainably farmed by the Guernsey family on a 5,000-acre estate in Warwickshire, celebrates the arrival of Britain's game season. At Charlie's, it's served with roasted beetroot, celeriac and pine cones.

DESSERT

Available at Charlie's

Damsons ripen in hedgerows at the same moment as the first frost. Fruit gathered on a countryside walk and home-baked – that's the sentiment stirred by a spoonful of our warm Damson and Bramley Apple Crumble.

COCKTAIL

Available at The Donovan Bar

The best sporting traditions and the finest cocktails share the same recipe, a mix of history and evolution – just like Donovan Bar's Highball 2.4, a fresh take on a Japanese highball reworked with London gin, purple shiso and blueberries.

**HISTORY
IN A GLASS**

In the 1870s, King Alfonso XII of Spain and his cousin Don Carlos – each with a claim to the throne – stayed under our roof, united, if only briefly, by a single glass of Champagne. That same impartial welcome continues today, in a glass of Laurent-Perrier Brut Millésime 2018.

TRACK & FIELD

GUEST EXPERIENCES

A PRIVATE HORSE RIDE IN HYDE PARK

Ride historic bridleways beside the snaking Serpentine lake where, on autumn mornings, the Household Cavalry can still be seen, emerging through the early mist. – GE

QIPCO BRITISH CHAMPIONS DAY

Ascot, 17th October

A VIP experience for Ascot's most prestigious day. Enjoy generous hospitality, wonderful views and all the pageantry that accompanies the season's spectacular finale. – GE

JACKSONVILLE JAGUARS VS HOUSTON TEXANS

Wembley Stadium, 18th October

London welcomes one of America's biggest sporting exports. Experience the spectacle of two NFL giants going head-to-head from the best seats in the house. Enter through a private staircase into the stadium's exclusive One Twenty Lounge – named after its capacity of just 120 guests – for a five-course menu, Champagne, and an unforgettable touchdown moment. – GE

THE KING'S GALLERY VIP ENTRY AND TOUR

An expert-led tour exploring works from the Royal Collection. Uncover ceremonial traditions, military history and royal patronage through one of the world's most remarkable collections. – GE

GE – GUEST EXCLUSIVE. OP – OPEN TO THE PUBLIC.



BELONGING

Celebrations, Galas & The Festive Calendar

WHEN DID LONDON OVERTAKE THE COUNTRYSIDE AS THE TRUE HEART OF BRITISH SOCIAL LIFE?

Introduced by JOHN THE DOORMAN

You learn a great deal from being at the front door at Brown's. I've watched London arrive here for close to two decades, and you start to notice the patterns.

When journeys were still made by carriage, Britain's land-owning families would travel from their country estates to the city each autumn, as Parliament reconvened and London once again became the centre of political and social life.

Winter brought country life almost to a standstill. London, by contrast, came to life – dinners over candlelight, introductions that might lead to a proposal, connections and influence happening in a remarkably small corner of the capital.

Those same occasions still happen in the city today. The State Opening of Parliament. Crowds lining the streets for the Lord Mayor's Show, or churches ringing with candlelit carols. Charity galas, theatre premières and festive gatherings where you'll see old friends and new faces together, as Mayfair is lit up by millions of winter lights.

That's the thing about this time of year – everything gets a little cosier. It's the perfect excuse to sit by the fire with a whisky or a glass of Champagne.

Whether you've stayed with us once or for three decades, the same welcome is waiting at the door. Some traditions barely change at all. In my experience, that's exactly why people keep coming back.

**"THAT'S THE THING ABOUT THIS TIME OF YEAR –
EVERYTHING GETS A LITTLE COSIER."**



DISCOVER THE RITUALS UNMISSABLE EVENTS

BONFIRE NIGHT

*5th November
(celebrated on the closest weekend)*
Fireworks light up the night sky as people gather around bonfires to mark over four centuries since Guy Fawkes and the failed Gunpowder Plot to blow up Parliament.

REMEMBRANCE SUNDAY

8th November
A moving national gathering at the Cenotaph in Whitehall to honour the armed forces, attended by military veterans, political leaders and royalty.

THE LORD MAYOR'S SHOW

14th November
Military bands, the historic Livery Companies, and the magnificent three-tonne Gold State Coach make their way through the City of London, upholding an 800-year-old tradition – a time when Robin Hood first entered English folklore.

MAYFAIR CHRISTMAS LIGHTS

Mid-November onwards
Glittering Bond Street, Regent Street, Mount Street, and Berkeley Square festive installations, initiated by a neighbourhood gathering.

CHRISTMAS AT KEW

*13th November 2026 –
3rd January 2027*
Spectacular winter evening trail through the Royal Botanic Gardens, illuminating the historic glasshouses and monumental trees in a beautiful display of festive light.

THE ROYAL CAROL SERVICES

Various dates throughout December
Intimate, candlelit choral services, held within the private historic sanctuaries of the Chapel Royal at St James's Palace in the city, and St George's Chapel at Windsor Castle.

WHEN THE FIRE IS LIT SERVED AT BROWN'S

DISH

Available at Charlie's

Chef Director Adam Byatt's roasted Iron Age pork collar with apple and endive gratin, served with a flourish, tableside from the trolley.

DESSERT

Available at Charlie's

Finely sliced pears are layered with spiced chestnut, creating a rich all-butter puff pastry tart for Charlie's. A decadent way of elevating the humble pear, combined with the nutty chestnuts traditionally roasted through the winter months.

COCKTAIL

Available at The Donovan Bar

After an evening of carols at the Royal Albert Hall, return to the Donovan Bar for a Pecan Old Fashioned, with whisky and cognac lifted by the warm, nutty notes of maple and pecan.

HISTORY IN A GLASS

Rudyard Kipling kept a residence at Brown's, working in the room that is now the Kipling Suite, a glass of Champagne within reach as he wrote. Reserve a fine Laurent-Perrier Grand Siècle for a special celebration, perhaps with a copy of The Jungle Book to hand.

THE FESTIVE HEARTH GUEST EXPERIENCES

BROWN'S FESTIVE FAIR

18th – 19th November

Our cherished Mayfair Christmas tradition returns as Brown's welcomes a carefully chosen collection of independent makers and artisans selling beautifully crafted gifts over two festive days. – *OP*

THANKSGIVING DINNER AT CHARLIE'S

A tradition borrowed from across the pond and made our own. Gather around a table at Charlie's for roast turkey and pumpkin pie to celebrate the occasion. – *OP*

ROYAL ALBERT HALL CAROLS AND FESTIVE STAY

A two-night stay created around morning, matinee or evening concerts, with complimentary breakfast and a fairytale horse-drawn carriage ride through Hyde Park. Arrive at the Royal Albert Hall for a VIP experience of its celebrated Christmas Carol Concert. – *GE*

FESTIVE AFTERNOON TEA

Available in The Drawing Room

The fireside pause between engagements, sandwiches and pastries enjoyed slowly, Champagne to add a little sparkle, and on Christmas Day itself, the King's Speech and the tinkling of a piano create the perfect lull between presents and dinner. – *OP*

CHRISTMAS EVE DINNER

The season's final gathering before Christmas dawns – a fireside dinner, perhaps taken before Midnight Mass at St Paul's Cathedral or Westminster Abbey, for the full London experience. – *OP*

GE – GUEST EXCLUSIVE. OP – OPEN TO THE PUBLIC.



W O N D E R

Opera, Cinema & The Literary Season

WHY DOES LONDON HAVE MORE WORKING THEATRES THAN ANY OTHER CITY IN THE WORLD?

Introduced by SARAH KUNDI, Hotel Manager

After a few years at Brown's, I'm still amazed by how naturally London's cultural life fits together, all of it within walking distance of Mayfair – the Royal Academy, St James's, Covent Garden, the West End. Ten minutes after leaving the hotel, you could be taking your seat for an opera, a play or a film première.

It's natural to assume that London's theatres exist because the city is large. The truth runs deeper than that. Unlike many European capitals, where grand theatres were built and funded by the court, London's stages grew up answering to a paying public – which is, I suspect, why they've always felt a little quicker to reinvention. Walk into the Royal Opera House as autumn begins, or the Coliseum for an English National Opera opening, and you can still feel the excitement.

At this time of year, the major companies unveil new productions, the London Film Festival brings directors and actors from across the world, and authors gather for readings and late-night discussions as the evenings lengthen.

Theatre is woven into the evening's social choreography. Dinner, then curtain-up, followed by a nightcap. With around 250 theatres, Shakespeare's Globe among them, London has more stages than any other city in the world. The perfect scenario might be a sold-out première or a West End musical. Just as often, it's a small performance discovered almost by accident, or a fringe show above a pub, all within a few streets of each other.

As Hotel Manager, I love watching guests find this side of the city – heading out after dinner for a first night, or returning from a literary reading, full of stories overheard at the bar.

"LONDON HAS A CREATIVE SOUL, AND NOWHERE MORE SO THAN WHEN THE CURTAIN RISES."



DISCOVER THE SPECTACLES
UNMISSABLE EVENTS

**ROYAL OPERA HOUSE,
COVENT GARDEN**

*Autumn/winter season,
from September*

The new season opens with Mozart's *Don Giovanni*, Handel's *Alcina*, the operatic adaptation of *4.48 Psychosis* and a major new production of *La Gioconda*.

**ROYAL ALBERT HALL,
SOUTH KENSINGTON**

*Autumn/winter season,
from September*

Highlights include performances by the Royal Philharmonic Orchestra, international guest artists, the Royal Choral Society's annual concert.

**ENGLISH NATIONAL OPERA,
LONDON COLISEUM,
WEST END**

*Autumn/winter season,
from September*

A bold season pairing Puccini's *Tosca* with the Pulitzer Prize-winning *Angel's Bone*, Gluck's *Iphigénie en Tauride* and contemporary works that challenge what opera can be.

BFI LONDON FILM FESTIVAL

7th – 18th October

The UK's premier cinematic event, hosting world premieres and gala screenings across Leicester Square and the South Bank.

**AGATHA CHRISTIE:
A WORLD OF MYSTERY,
BRITISH LIBRARY**

from 30th October

A landmark exhibition marking the undisputed queen of crime fiction. Combine a visit with Afternoon Tea at her favourite table at Brown's, where she's thought to have written *At Bertram's Hotel*.

EFG LONDON JAZZ FESTIVAL

13th – 22nd November

A ten-day city-wide festival spanning major concert halls and intimate subterranean jazz clubs.

BEFORE THE CURTAIN RISES SERVED AT BROWN'S

DISH

Available at Charlie's

Peppered monkfish, sustainably sourced from Wings of St Mawes, simply seared and served with whisky and clotted cream peppercorn sauce for the perfect pre-theatre supper.

DESSERT

Available at Charlie's

Our tiramisu begins in Calabria, where Adam Byatt learned the recipe from a nonna called Pina – cream, mascarpone, plenty of coffee, dark cocoa, finished tableside. After all, who doesn't love a touch of theatre?

COCKTAIL

Available at The Donovan Bar

Whether heading to the opera or returning from a show, the Be(E) Champagne suits the theatricality of the moment – Champagne lifted with delicate honey and floral notes, a drink made for the reflection that follows the applause.

HISTORY IN A GLASS

Brown's holds its own among London's stars of stage and screen, hosting pre-BAFTA celebrations, with actors and presenters getting ready in the Sir Paul Smith Grand Suite. Order a Laurent-Perrier Cuvée Rosé before the show – a Champagne with presence.

THE BACKSTAGE PASS GUEST EXPERIENCES

AGATHA CHRISTIE PANEL DISCUSSION

The Drawing Room, 1st/2nd October

Fifty years after Agatha Christie's death, Brown's celebrates one of its most well-known literary guests with an evening exploring her enduring legacy, her London and the inspiration the hotel is said to have provided for *At Bertram's Hotel*. – GE

AFTER DARK AT THE DRAWING ROOM

Thursday evenings, from September onwards

As daylight fades, join us for intimate performances by leading names from London's jazz scene, paired with seasonal small plates. – OP

CAROLS AT THE ROYAL ALBERT HALL

19th – 24th December

A London Christmas tradition, elevated. Slip in through a private entrance for Champagne and canapés, then listen as soloists, a 1,000-voice choir and a live orchestra fill the hall with festive favourites. Enhance the evening further with a festive dinner, or a private box with butler service. – GE

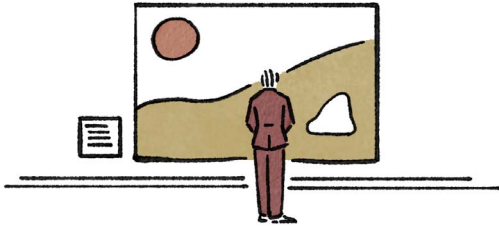
THE NUTCRACKER – ENGLISH NATIONAL BALLET

The Coliseum, from 17th December

As the lights dim, Christmas begins. Follow Clara on her magical journey into an enchanting world, brought to life by English National Ballet. Enjoy the evening in VIP style, with Champagne or a pre-performance dinner, before taking your seat. – GE

GE – GUEST EXCLUSIVE. OP – OPEN TO THE PUBLIC.

CHAPTER 4



DESIRE

Fine Art, Haute Couture & the Auction Previews

WHAT MADE LONDON A COLLECTING CITY BEFORE IT WAS A CULTURAL ONE?

Introduced by MAEVE DOYLE, Resident Art Curator

Leading Brown's Art Walks through Mayfair, I spend my weekends introducing guests to the galleries, dealers and collectors at the heart of this city's cultural life. As a BBC arts correspondent and Artistic Director of Maddox Gallery, one of my favourite moments is watching someone discover a work they simply can't stop thinking about. That's where collecting begins.

Long before London had museums, it had buyers. Unlike Paris or Madrid, where royal taste formed the nation's holdings, this city's reputation grew through commerce. Eighteenth-century merchants and bankers had fortunes but no titles – and acquiring Old Masters was the fastest route to social standing. They filled their Mayfair townhouses, treating art as a valuable asset as much as a personal pleasure.

Sotheby's, one of the oldest houses of its kind in the world, has connected collectors with fine art since 1744 – joined by Christie's in 1766 – turning the exchange into public theatre in the auction salesroom, decades before the National Gallery opened its doors.

Then came the moment that made the city's advantage permanent. As the French Revolution and Napoleonic Wars forced Europe's great private collections onto the market. Nearly two centuries later, Cork Street became synonymous with commercial galleries, including Peggy Guggenheim's, which introduced Wassily Kandinsky to Britain.

Every autumn, that same pull draws the international art world back to Mayfair – Frieze, PAD London, the Goldsmiths' Fair and the major auction previews among them.

"THERE IS ALWAYS SOMETHING REMARKABLE TO SEE – BUT THE REAL REWARD COMES FROM LOOKING AT IT IN AN ENTIRELY NEW WAY."



DISCOVER THE MASTERPIECES
UNMISSABLE EVENTS

LONDON DESIGN FESTIVAL

12th – 20th September

A city-wide celebration of contemporary design and innovation, transforming architectural landmarks and public squares into immersive creative installations.

LONDON FASHION WEEK

17th – 21st September

The global sartorial elite descend on the capital to witness the unveiling of autumn and winter haute couture collections.

**GOLDSMITHS' FAIR,
GOLDSMITHS' HALL**

*22nd – 27th September
and 29th September – 4th October*

One of the lesser-known treasures of the season, gathering over 130 elite master-craftspeople and silversmiths inside a magnificent livery hall.

**PAD LONDON, BERKELEY
SQUARE, MAYFAIR**

13th – 18th October

Mayfair's premier boutique art and design fair, taking place right on the doorstep of Brown's Hotel, showcases an exceptional curation of 20th-century decorative arts.

**FRIEZE LONDON & FRIEZE
MASTERS, REGENT'S PARK**

14th – 18th October

The dual epicentre of the international art market, where cutting-edge contemporary art and museum-quality masterpieces sit side by side.

**CHRISTIE'S & SOTHEBY'S
LONDON AUTUMN SALES**

October – November

The pinnacle of the collecting calendar, where international collectors gather in Mayfair's leading auction rooms to bid on exquisite artworks and antiques.

BETWEEN GALLERIES

SERVED AT BROWN'S

DISH

Available at Charlie's

Off the Cornish coast, Greenstraight's Jamie Kirkaldy gathers scallops by free-diving, selecting each one individually from the seabed. His patient approach protects the fragile marine ecosystem while ensuring only the finest scallops reach the kitchen.

DESSERT

Available at Charlie's

A single-estate cheese course from Buchanans Cheesemonger, whose small team tends each wheel in on-site maturing rooms near Hyde Park. Their small-herd, single-batch approach is a fitting expression of connoisseurship.

COCKTAIL

Available at The Donovan Bar

As London Fashion Week arrives in Mayfair, the Cosmo Runway reimagines a New York classic with gin, yuzu, cranberry and orange bitters – sharp, vibrant and unmistakably modern.

**HISTORY
IN A GLASS**

Brown's has long been a gathering place for writers, artists, collectors and those with an eye – Oscar Wilde among them, famed for his wit and impeccable taste. Laurent-Perrier's Blancs de Blancs Brut Nature belongs naturally in such elegant company.

THE GALLERY VIEW

GUEST EXPERIENCES

MASTERPIECES IN MAYFAIR

The Colnaghi Experience

Since 1760, Colnaghi has placed masterpieces in the world's greatest collections. Brown's guests get privileged access to its autumn exhibitions and a private tour of its Frieze Masters stand. – GE

EMILY YOUNG PRIVATE VIEW

*Willoughby Gerrish, Marquis House, Jermyn Street
7th October at 6pm*

Meet Emily Young, widely regarded as Britain's greatest living stone sculptor, at a special after-hours private view, only for guests of Brown's. – GE

FESTIVE LIGHT TOUR AND ART WALK

with Maeve Doyle

As darkness falls, join curator Maeve Doyle for an evening walk through Mayfair, where Christmas lights illuminate the streets, galleries, and artistic corners. – OP

LONDON FASHION WEEK: BICESTER VILLAGE

As the fashion world arrives in London, Brown's partners with Bicester Village to offer an experience beyond the runway. Head to Oxfordshire for personal styling, designer boutiques, and The Fashion Fizz – a Donovan Bar creation to mark the occasion. – GE

GE – GUEST EXCLUSIVE. OP – OPEN TO THE PUBLIC.



LOOKING AHEAD

THE PRIMROSE AWAKENING

As these final pages close, London's calendar is already beginning to change. The evenings have drawn in, the curtain has fallen on the year's last performances, and the city settles into the occasions that mark its close. Yet beneath the winter calm, another season is already in the planning stages.



Soon, the first buds will appear in the Royal Parks, galleries will unveil their spring exhibitions, and London's menus will turn towards fresh new flavours.

We invite you to look ahead to The Primrose Season, unveiled across the capital from January through to April.

Named after the small wildflower that first breaks through winter-hardened soil, our next edition completes our

trilogy exploring London's year. Shifting the focus from feeling to form, we meet the city through four new characters.

The Knight brings fortitude, the discipline of late-winter sport, from Cheltenham's frosted steeplechases to the roar of Aintree. The Host embodies the art of private hospitality, and the dinners that hold back the dark. The Storyteller is selective, highlighting the season's sharpest theatre, its underground salons, and independent screens. Finally, the Connoisseur offers a discerning eye to the art world and specialist fairs.

**LIKE EVERY EDITION OF
THE BROWN'S SEASON, THIS
IS NOT A FAREWELL – ONLY
TURNING THE PAGE.**

We look forward to welcoming you back when London begins, once again, to bloom.

ROOM RESERVATIONS
reservations.browns@roccofortehotels.com

MEETINGS AND EVENTS
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CHARLIE'S RESTAURANT
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THE DRAWING ROOM
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FACEBOOK
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ROCCO FORTE HOTELS

Hotel Amigo Brussels
The Balmoral Edinburgh
Hotel Savoy Florence
Brown's Hotel London
The Charles Hotel Munich
Villa Igiea Palermo
Masseria Torre Maizza Puglia
Hotel De La Ville Rome
Hotel De Russie Rome
Rocco Forte House Rome
Rocco Forte Private Villas Sicily
Verdura Resort Sicily
Rocco Forte House Milan
The Carlton Milan

FUTURE OPENINGS

Costa Smeralda, Sardinia
Palazzo Sirignano, Naples
Palazzo Castelluccio, Noto

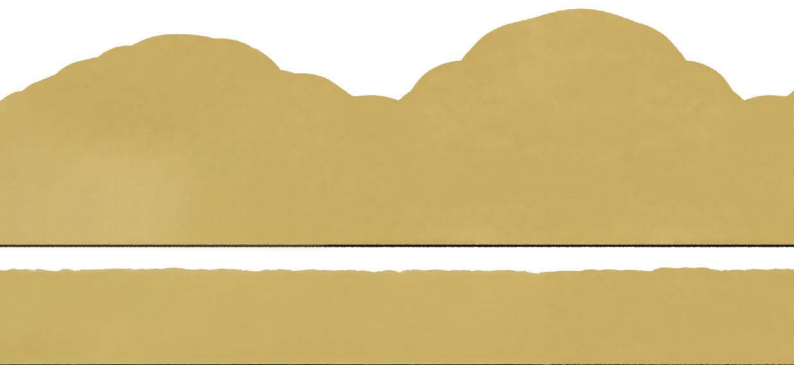
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BROWN'S HOTEL GUIDE
TO EVENTS ACROSS THE CITY



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