

BROWN'S HOTEL



Brown's Hotel partners with English Heritage to support the preservation of historic sites for future generations

Saddle up for a horse-drawn carriage ride through Green Park and the Mall to Buckingham Palace

Mayfair's hidden galleries revealed on a cultural trip with renowned art curator Maeve Doyle

Picture the scene at Charlie's: the trolley rolls in, the aromas follow, and every meal is unforgettable

"A TRADITIONAL BRITISH
CHRISTMAS IS THE ULTIMATE HOLIDAY
EXPERIENCE. IT'S ABOUT CREATING
MOMENTS THAT FEEL BOTH NOSTALGIC
AND MEANINGFUL, AND THIS YEAR WE'RE
BRINGING THAT VISION TO LIFE."

Richard Cooke, Managing Director
UK & Northern Europe at Rocco Forte Hotels

BROWN'S HOTEL AND ENGLISH HERITAGE

The Quintessential Collaboration



There's history in the air this festive season – and not just the scent of mulled wine and pine needles. Brown's Hotel has partnered with English Heritage to help protect some of Britain's most beautiful sites. From architectural gems like Kenwood House and Wellington Arch, to royal palaces including the Jewel Tower, these are the places that tell the story of London's glittering (and occasionally scandalous) past.

As the world spins faster, the real luxury is slowing down. That's why this season, we're celebrating nostalgia not as a retreat into the past, but as a way of keeping it gloriously alive. From 1st November 2025 to 31st March 2026, every suite booked and every festive afternoon tea* enjoyed at Brown's helps preserve these cultural treasures.

In true Brown's fashion, we've added a little extra magic. From the moment you enter the hotel, you're met with a woodland scene of pine, holly and myrtle – symbols of endurance, love and renewal. Our concierge team can arrange carriage rides to Buckingham Palace, curator-led gallery tours, and candlelit evenings at London's grandest landmarks.

Going beyond the velvet rope, guests have the chance to experience English Heritage sites up close – with exclusive curator-led tours and special experiences in some of London's most enchanting locations.

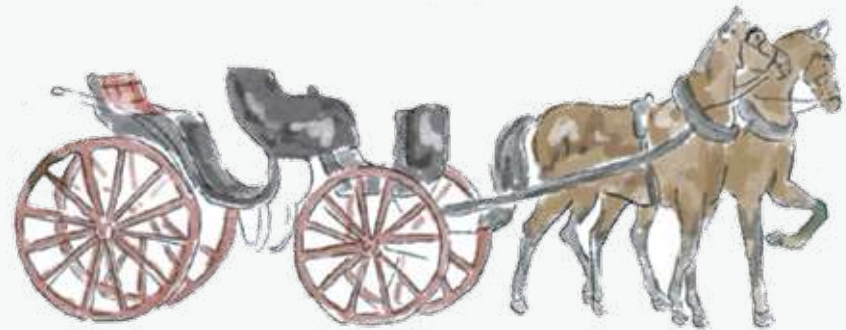


*£1 from each festive afternoon tea, and £5 for every room and suite booked, will go to English Heritage. This is part of English Heritage's Festive campaign which will receive a minimum of £10,000. English Heritage Trust is a registered charity with charity number 1140351.

Festive

HORSE-DRAWN CARRIAGE RIDES

Clip-clop your way from Brown's Hotel to Buckingham Palace in a beautiful horse-drawn carriage. Snuggle under a blanket as you pass iconic London sights on your journey through Green Park and along The Mall.



BROWN'S SECRETS & STORIES HISTORY TOUR

Few know the hidden corners of Brown's Hotel as well as historian and author Andy Williamson. In fact, he wrote the book on it. Join him as he brings each detail to life, uncovering forgotten events, intriguing anecdotes, and the glamour of the golden age of travel. Step beyond the lobby and into a world of elegance, intrigue, and tradition, where every corridor whispers a secret from the past.



Memorable

RIGHT IN THE HEART OF MAYFAIR, BROWN'S HOTEL IS PERFECTLY LOCATED FOR YOU TO EXPLORE THE CITY'S FESTIVE LIGHTS AND WINDOW DISPLAYS. OUR HOTEL TEAM, INCLUDING OUR DOORMAN JOHN (WHO'S KNOWN TO PERFORM IMPROMPTU MAGIC TRICKS), IS HERE TO HELP. SEE OUR CONCIERGE FOR PERSONALISED CITY GUIDES, THEATRE TRIPS, DINNER BOOKINGS - AND ANYTHING ELSE YOU MIGHT NEED.

ICE-SKATING AT SOMERSET HOUSE

Glide, twirl and spin around the ice rink at Somerset House – the most glamorous place for ice skating in London. Get your skates on and enjoy warming drinks, twinkling lights, and a giant tree.



CHRISTMAS LIGHTS TOUR

Discover the stories behind London's illuminations. On this guided walk, glistening streets and sparkling shop windows are spiced up with characters from Dickens and secrets of royal celebrations. Rest assured, you're in good hands with Andy, the historian who can surprise even the most seasoned Londoners.



Experiences



VISIT THE VERY FIRST CHRISTMAS MARKET AT BUCKINGHAM PALACE

For the first time, Buckingham Palace is transformed into a festive pop-up shop. From 14th November until 5th January, explore a curated selection of official royal gifts, gourmet treats, and exclusive collector's items. Shop for gifts such as pearl jewels and cashmere socks, tree decorations and food hampers. Sample seasonal drinks and nibbles as you go.



CELEBRATE NYE AT BROWN'S

Bid adieu to the year just gone and say 'hello' to 2026 at Brown's. We're counting down to midnight with a special dinner at Charlie's. Join us in The Drawing Room for an evening of live jazz, cocktails, and sharing plates before the colourful fireworks finale.



ENJOY VIP PACKAGES TO WINTER WONDERLAND

Skip the queues for thrilling rides and discover the festive magic in Hyde Park, VIP style. Enjoy specially reserved seats for the shows, follow a glistening ice sculpture trail, and see the whole of London from the top of the Ferris wheel. There's so much to do and see. Shop for gifts at wooden chalets, go ice skating, and warm up with steaming hot drinks and seasonal food.



KENWOOD HOUSE LIGHT TRAIL

A glowing Big Ben, a twinkling city skyline and a sneak peek into the Darling family home. This winter, Kenwood House takes us to Neverland, as JM Barrie's classic tale is retold in lights.

Moments



“Inspired by Muzio Clementi, the ‘father of the pianoforte’, the Clementi Suite strikes a chord between Italian refinement and British comfort. Rich timber floors and a four-poster bed create a space where elegance and comfort meet.”



Have you spotted the door with a banana-shaped handle? Just one suite at Brown's Hotel has this delightfully quirky touch, courtesy of Sir Paul Smith – a perfect example of how each suite has its own personality. In 2025, three new Forte Suites joined the collection: the Clementi, Clara Dow, and Nightingale Suites, each inspired by Mayfair's rich musical heritage. Together with Paolo Moschino and Philip Vergeylen, Lady Olga Polizzi has crafted spaces where every detail is a work of art.

Suites

To find out more or to reserve your stay, please contact us by email at reservations.browns@roccofortehotels.com or call +44 20 7493 6020



FROM 1ST NOVEMBER 2025

Enjoy a festive
afternoon tea in
The Drawing
Room, where our
pastry chef Ross
Sneddon presents
recipes inspired by
his research at the
English Heritage
archives.

UNTIL 31ST MARCH 2026

For bookings or to find out more, please call
the Drawing Room on +44 207 518 4006 or
speak to a member of the team



THE BATTENBERG RECIPE

SPONGES 175g soft butter / 175g golden caster sugar / 140g self-raising flour
50g ground almonds / ½ tsp baking powder / 3 medium eggs / ½ tsp vanilla extract
¼ tsp almond extract. Repeat for the pink sponge, plus pink food colouring.

TO ASSEMBLE 200g apricot jam / 2 x blocks white marzipan / icing sugar for dusting

CHARLIE'S

A LITTLE THEATRE, A LITTLE HUMOUR
AND A LOT OF EXCEPTIONAL FOOD

Open daily from 7AM

For bookings, please contact our restaurant team
charlies@roccofortehotels.com



Our trolley arrives,
the game is carved, and
suddenly lunch becomes
a celebration.



The menu at Charlie's evolves with the seasons. Enjoy daily game specials, served table-side from our gilded trolley. Our breakfast is legendary; well, it is the most important meal of the day. Join us for Sunday brunch or slow-roast lamb, by Chef Director Adam Byatt, Executive Chef Andrew Saywer and their team.



OSBORNE PUDDING RECIPE

*A recipe pulled from the English
Heritage archives, to celebrate our
partnership.*

4 thin slices of brown bread
Butter / Orange marmalade / 10 oz milk
3 oz milk / 4 egg yolks / 2 oz sugar
1 tbsp sherry / 8 oz whipping cream
Crystallised fruit to decorate
Serve chilled and accompanied
with pouring cream.

DONOVAN BAR

CELEBRATING FASHION PHOTOGRAPHER TERENCE DONOVAN, WHOSE LENS CAPTURED THE ENERGY AND ALLURE OF A GENERATION, THE DONOVAN BAR REFLECTS THAT SAME ICONIC SPIRIT IN EVERY COCKTAIL. SLINK INTO THE NAUGHTY CORNER – RESERVED FOR OUR MOST MISCHIEVOUS GUESTS – AND BE PART OF OUR STORY.



OUR MENU, OUR WAY

Rooted in the legacy of Brown's Hotel and Maestro Salvatore Calabrese, our cocktail menu reveres and revives the classics with modern techniques and fresh ingredients. From the Bellini Colada to the Dolce Negroni, every drink tells a story. In the judicious words of Frank Sinatra, we did it our way.



CHEF RESIDENCY

Jesse Jenkins arrives at the Donovan Bar, presenting a menu inspired by the vibrant flavours of Mexican street food. From spicy tortillas to freshly grilled seafood, each dish is created to delight the senses.



**"WITHOUT TRADITION,
THERE CAN BE NO INNOVATION"**

Federico Pavan
Area Director of Mixology

HAVE YOU EVER SIPPED A £5,500 COCKTAIL?



Pause at the vintage cocktail cabinet and admire the rare spirits assembled by the Maestro, Salvatore Calabrese, over more than 35 years. Order Salvatore's Legacy, the oldest cocktail in the world, made with 1788 Clos de Griffier Vieux cognac – 700 years of history in a glass.



"CHESTNUTS ROASTING ON AN OPEN FIRE
JACK FROST NIPPING AT YOUR NOSE"
- NAT KING COLE

Live jazz plays in our hotel's most storied space – tap your toe to sultry saxophones and beloved classics. Spend cosy winter evenings sharing music and laughter with loved ones over small plates and sparkling drinks

Tuesday and Thursday evenings from 8.30pm.

For bookings or to find out more, please call the Drawing Room on +44 207 518 4006 or speak to a member of the team.

Why stay in your room when the
rhythm's calling? Join us for live
music, cocktails, and conversation
that lasts long after sunset.

WHAT'S ON YOUR
FESTIVE PLAYLIST?

White Christmas – Bing Crosby
Cool Yule – Louis Armstrong
Let it Snow! Let it Snow! Let it Snow! – Dean Martin
Hark! The Herald Angels Sing – Frank Sinatra
Last Christmas – WHAM!
Do They Know It's Christmas? – Band Aid
Step into Christmas – Elton John

The
Drawing
Room
...after dark



BROWN'S HOTEL
LONDON
A ROCCO FORTE HOTEL

ROOM RESERVATIONS

reservations.browns@roccofortehotels.com

MEETINGS AND EVENTS

eventsatbrowns@roccofortehotels.com

CHARLIE'S RESTAURANT

charlies@roccofortehotels.com

THE DONOVAN BAR

thedonovanbar@roccofortehotels.com

THE DRAWING ROOM

drawingroom@roccofortehotels.com

THE SPA AT BROWN'S

thespa.browns@roccofortehotels.com

INSTAGRAM

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FACEBOOK

[@brownshotellondon](https://www.facebook.com/brownshotellondon)

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
HOTEL ROCCO FORTE HOUSE MILAN THE CARLTON MILAN

ROCCOFORTEHOTELS.COM

Please don't hesitate to ask us if you have any questions, we're here to help with anything you might need.
