



BROWN'S HOTEL  
LONDON

A ROCCO FORTE HOTEL









## A GUEST OF THE FAMILY

In much more than name, Rocco Forte Hotels is the Forte family. At its head are Sir Rocco, his sister Olga and his three children. Behind it are four generations of Forte hoteliers.

It is in every way a family business; a shared love evident in every Rocco Forte hotel – each exuding the Forte's innate Anglo-Italian style, sophistication and warmth.

At Brown's – a legendary London hotel and a cornerstone of the Rocco Forte family – you are their guest. You will feel their signature style as you walk in the door. You will feel it in the open, intuitive service that knows each guest – each need, want and favourite table – personally. You will feel it in Olga Polizzi's visionary aesthetic: an ever-evolving marriage of classic and contemporary, hotel and home, elegance and entertainment.

You will also feel a strong sense of place. Of London. Mayfair – and the city's most celebrated galleries, restaurants, parks and shopping streets. Tradition, cut with a spirited English humour and cosmopolitan twist: playful touches, modern artworks and a fresh, unfussy ease among the wood panels, smart suits and afternoon teas. The glamour and gaiety the iconic address deserves, and the quality and charm the Forte name assures.

The Forte Family, L-R:  
Lydia Forte, Bar & Restaurant Development  
Irene Forte, Wellness & People Development  
Charles Forte, Development Analyst  
Sir Rocco Forte, Founder & Chairman  
Olga Polizzi, Deputy Chairman & Design Director



The first-floor Kipling Suite overlooks Mayfair's Albemarle Street, known for its independent art galleries, designer boutiques and literary past

*"With Brown's, we wanted to stay true to the hotel's rich tradition and history, yet capture the spontaneity and sophistication of Mayfair"*

Olga Polizzi







Considered *the* London hotel for visiting creatives, Brown's has hosted everyone from Welles and Olivier to Tolkien, Waugh and Kipling – who wrote the Jungle Book here









Each individually designed suite offers ample, apartment-style living space rare in the city





*"As my home city, London will always  
have a special place in my heart and I'm  
proud that we have the city's oldest hotel  
in the collection"*

Sir Rocco Forte









The Donovan Bar: an homage to photographer Terence Donovan, seminal raconteur of London life and style





The Donovan Bar's 'naughty corner': perfect for private cocktails devised by master mixologist Salvatore Calabrese



**Brown's Hotel**  
33 Albemarle Street, Mayfair  
London W1S 4BP, United Kingdom  
Telephone +44 20 7493 6020  
reservations.browns@roccofortehotels.com

GDS Chain Code: FC

Accommodation

- 82 bedrooms
- 33 suites

Restaurants and bars

- Charlie's
- The Drawing Room
- The Donovan Bar

The Spa at Brown's

- 3 treatment rooms
- gym

Meetings and events

- 6 meeting rooms (4 interconnect) for up to 120 guests
- business centre
- Wi-Fi in public areas and all rooms

Location

- next to Bond Street
- 45min drive from Heathrow Airport
- 15min drive from St Pancras International station
- 10min drive from Euston and Victoria stations
- valet parking





ROCCO FORTE HOTELS

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HOTEL DE ROME  
BERLIN

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  
VERDURA RESORT, SICILY

VERDURA RESORT  
SICILY

HOTEL ASTORIA  
ST PETERSBURG

FUTURE OPENINGS:

ROCCO FORTE HOUSE  
MILAN

THE CARLTON  
MILAN