

The Chelsea Townhouse

FOR IMMEDIATE RELEASE

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The Chelsea Townhouse announces its entry into the prestigious Relais & Châteaux collection



London, March 2024 - Chelsea's chicest new arrival, [The Chelsea Townhouse](#), is delighted to announce its entry into [Relais & Châteaux](#), the world's leading luxury hotel and restaurant association. Joining its sister property 11 Cadogan Gardens, also managed by Iconic Luxury Hotels, The Chelsea Townhouse becomes London's second hotel member of the prestigious collection.

Tucked away on leafy Cadogan Gardens, just a stone's throw from the charming Pavilion Road and vibrant Duke of York Square, The Chelsea Townhouse sits across three characterful Victorian townhouses. Spacious guest rooms and suites are steeped in history and charm, celebrating the characters who have passed through the property in years gone-by. The property also boasts a relaxed dining salon for all-day dining and afternoon tea, a cosy library with roaring fireplace, and direct access to the private Cadogan Gardens.

"I am delighted that The Chelsea Townhouse has become part of Relais & Châteaux, complementing our existing establishments," says Laurent Gardinier, President, Relais & Châteaux. *Our members share a passion for authenticity and a deep respect for the culinary, architectural, and natural heritage of their regions, and The Chelsea Townhouse embodies this ethos perfectly."*

Established in 1954, Relais & Châteaux is an association of 580 unique hotels and restaurants around the world, owned and operated by independent entrepreneurs who are passionate about their craft and deeply committed to forging long-lasting relationships with their guests. Relais & Châteaux members protect and promote the wealth and diversity of the world's culinary and hospitality traditions, to ensure they continue to thrive. They are equally dedicated to preserving local heritage and the environment, as articulated in the association's vision presented to UNESCO and recently published sustainability report.

"We are thrilled that The Chelsea Townhouse is now a member of Relais & Châteaux," says Ian Richardson, General Manager at The Chelsea Townhouse and 11 Cadogan Gardens. "Since opening our doors in September 2023, we have strived to offer exceptional service and guest experience, operating with a commitment to celebrating our local community. To have this recognised by Relais & Châteaux is an achievement we are incredibly proud of."

"Continuing our longstanding partnership with Relais & Châteaux, we are thrilled to see another Iconic Luxury Hotels property recognised by the association, which already includes Cliveden House, Chewton Glen (the first ever British hotel to join Relais & Châteaux back in 1971), and 11 Cadogan Gardens. To have both London hotels fall under the Iconic Luxury Hotels umbrella is a fantastic accolade for the group." - Andrew Stembridge, Executive Director of Iconic Luxury Hotels.

www.thechelseatownhouse.com

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About The Chelsea Townhouse

Sitting in the heart of London's vibrant Chelsea neighbourhood, The Chelsea Townhouse is the newest addition to the Iconic Luxury Hotels portfolio, debuting September 2023. Set across three Victorian red-brick townhouses, The Chelsea Townhouse is home to 36 guest rooms and suites, each with a contemporary residential feel. With a prized location tucked away from the fashionable Sloane Street and artisanal Pavilion Road, the hotel offers a relaxed all-day dining salon, a cosy library and private access to the exclusive Cadogan Gardens. The Chelsea Townhouse is owned by Cadogan Estates and operated by Iconic Luxury Hotels.

About Iconic Luxury Hotels

Iconic Luxury Hotels was founded in December 2016 and is part of L+R Hotels (landrhotels.com) - a highly motivated family-owned global hotel investment and management company - who have an extensive portfolio of over 105 hotels, with approximately 21,000 bedrooms. Iconic Luxury Hotels is an expanding collection with an international focus. The collection is comprised of an eclectic array of properties each of which celebrates distinct architecture, cultural heritage, and natural surroundings.

Each property has its own character, traditions, and stories but they share a common commitment to delivering outstanding experiences. The current portfolio includes some of the world's most famous hotels from Cliveden House, one of England's finest country estates, to the Hotel Excelsior in Italy which is the home of the Venice International Film Festival. The other UK hotels are comprised of Chewton Glen, an English estate on the South Coast; The Lygon Arms, a 14th Century Coaching Inn in the Cotswolds; 11 Cadogan Gardens in Chelsea, one of London's most prestigious residential neighbourhoods; The Mayfair Townhouse which sits in the heart of the exclusive Mayfair district; and the newest addition to the group, The Chelsea Townhouse which opened its doors in September 2023 just over the road from 11 Cadogan Gardens.