

OUR MAYFAIR

VOL. 1

DISCOVER MAYFAIR
SHERATON GRAND LONDON PARK LANE





SMITH & WHISTLE

PIE & MASH

Celebrating the history and longevity of Pie & Mash in London, Smith & Whistle is heading into the autumn/winter season with an exclusive new pairing menu dedicated to this British classic.



TURNBULL & ASSER
MADE IN ENGLAND

YOU ARE INVITED

Enjoy the unique tradition of creating your own bespoke shirts and ties with a team of luxury specialists.

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71-72 Jermyn Street
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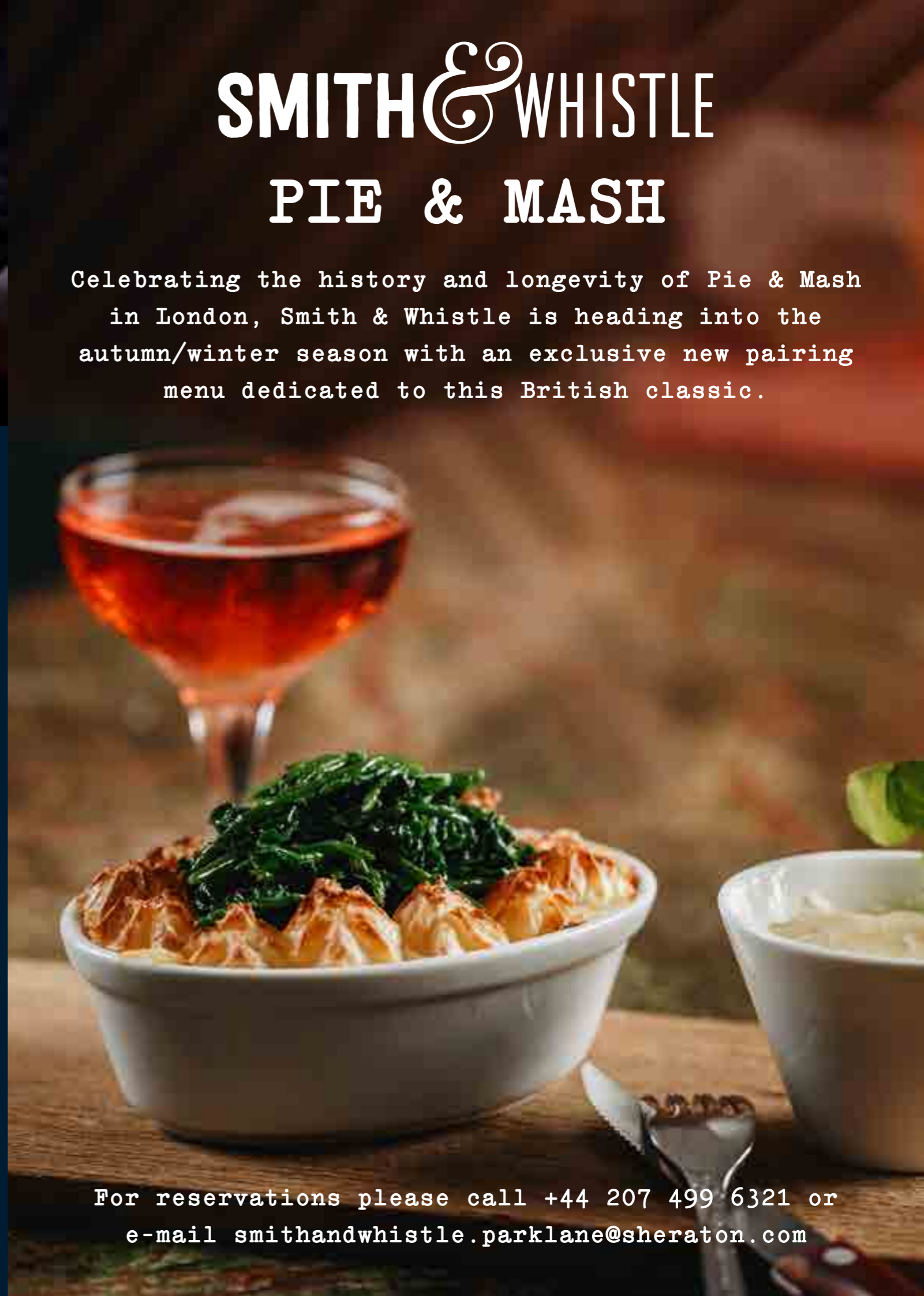
READY TO WEAR

4 Davies Street
Mayfair,
London,
W1K 3DL

BESPOKE AND READY TO WEAR

23 Bury Street
St James's,
London,
SW1Y 6AL

BESPOKE



For reservations please call +44 207 499 6321 or
e-mail smithandwhistle.parklane@sheraton.com

MAYFAIR'S BEST BRUNCH

MERCANTE, WHERE THE
WEEKEND STARTS.



EXCELLENT COOKING

Start the weekend indulging in an Italian twist on brunch. The format is simple, begin your culinary journey with a selection of cured meats and cheeses before moving on to the main offering. There are two set menus of 2 or 3 courses, featuring all time Italian classics; from Caprese Salad to Meatballs with rich tomato sauce. The Mercante brunch offers a truly Italian experience.



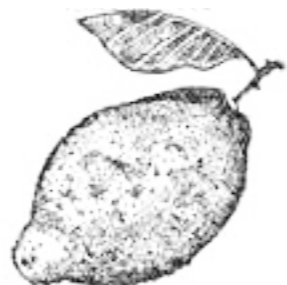
TOP INGREDIENTS

Those with a sweet tooth don't forget to leave room for some tempting after meal treats such as the classic tiramisu or the Pancakes with Strawberries.

For an additional £15 you can top it all off with free flowing Prosecco, our favourite way to enjoy the weekend!

Every weekend (Saturday & Sunday) from 12 - 6pm.

BUZZING ATMOSPHERE



DAVIDE'S RECIPE FETTUCCINE WILD MUSHROOM

Make a well in the mound of flour and crack the eggs into the centre. Use a fork to beat the eggs and slowly incorporate the flour from the sides of the well into the egg mixture.

Once the flour is fully incorporated it's time to knead by hand until the dough is smooth and firm.

Tightly wrap the pasta dough in cling film and let it sit at room temperature for about an hour.

Set the rollers to the largest setting. Feed the dough through the machine, fold into thirds, and roll again. Repeat this process, narrowing the roller settings as you go, until the dough is the desired thickness.

Cut the sheets about every 15 cm. Attach the fettuccini cutter to the pasta machine and dust it with flour while spinning the rollers.

Roast the chestnut mushroom and onions in the oven at 180 degrees. When roasted put them in 3 litres of boiling water. Let it simmer for 2 hours and then strain in another pot and reduce by 1/3.

Clean the wild mushrooms with a paring knife and a brush and then half. Meanwhile blanch the fettuccine into 5 litres of salted boiling water.

Now you can start heating the pan, begin to sauté and sear the wild mushrooms. Once they have achieved a light golden brown colour, add some garlic, chilli and parsley.

Once this is completed, pour in the mushroom stock.

After 5 mins, strain the fettuccine and return to the pan with the wild mushroom sauce. Let the fettuccine simmer for 3-4 mins until "al dente".

Bon appetite!

INGREDIENTS

FETTUCCINE:

Flour Strong	900 gr.
Semola	600 gr.
Egg Yolk	450 gr.
Whole Egg	450 gr.
Salt	15 gr.

SAUCE:

Wild Mushrooms	1 kg.
Chestnut Mushroom	2 gr.
Onions	2
Garlic	1
Chicly	1
Parsley	10 gr.

OUR LOCAL MAYFAIR

We spoke with Ben Dalrymple, Creative Director at Lock & Co., to find out what Mayfair means to him.

Why did the #OurMayfair project interest you?

Lock & Co. were one of the first fine-fashion shops to exist in the late 1600s in the West End (literally then the westernmost point of the developed city of London and Westminster at that time) - now known as Mayfair and St. James. In the 341 years we've been trading here, we've obviously developed a love for the place and seen many hundreds of establishments come and go, so it's brilliant to have such wonderful neighbours as the Sheraton Grand Park Lane contributing to the quality of the area. I was honestly thrilled to be involved, as both businesses have a real passion about our clients and enjoy such lovely surroundings.

What does Mayfair mean to you?

Mayfair and St. James are like oases in the heart of the city. The finest shops, restaurants, hotels and parks can be found here, in a surprisingly tranquil environment that's a stone's throw from the best that London can offer. It has history and heritage in abundance, fantastic art galleries and yet also ultra-modern eateries, bars and cutting-edge fashion. Whenever I come to London, be it work or pleasure, I'm always drawn to the area - it really epitomises the best of our glorious city.

Tell us when you're most likely to go to Smith & Whistle and who with/what for?

They make fantastic cocktails, so it's a great place to start your evening or to take friends to, but I'm most likely to enjoy an ice-cold fruit juice after work - especially on a summer's day overlooking Green Park.

Concierge Tip:

Lock and Co. is the home of hats - we're the oldest hat shop in the world and one of the oldest family-owned businesses of any type. For over 340 years we've been honoured to welcome customers through our door in St. James's Street, and we've hated some of the most recognisable people to have lived in that time. At the back of the store we have a heritage museum showcasing some of our collection of historic ledgers, photographs and head-shapes, including Winston Churchill, Admiral Lord Nelson, Princess Diana, Jackie Onassis and President Roosevelt - and also artists, authors and actors such as Charlie Chaplin, Oscar Wilde, Bob Hope, Jackie Chan and even the Fonz!

Ben Dalrymple From Lock & Co.



There are hundreds of wonderful stories to tell in Lock & Co. We have an original "coffin" staircase (possibly the oldest still in existence) which was able to lower a coffin from the top of the building to the bottom in less fortunate times... Our grandfather clock is from 1723 and still keeps accurate time and the shop's bell on the door is from the Whitechapel Bell Foundry who made the Liberty Bell. We are a brilliant place to visit, just across the park from the Sheraton Grand Park Lane, and you never know - you too might become a proud owner of a Lock & Co. hat.

PRODUCT & SHOP ENQUIRIES:

www.lockhatters.co.uk
Tel: +44 20 7930 8874





EST. 1927



For reservations please call +44 207 4996 321
www.palmcourtlondon.co.uk

YOUR MAYFAIR LOCAL



DISCOVER A HIDDEN GEM

Smith & Whistle is one of the most highly acclaimed local bars in Mayfair. Serving a carefully selected line-up of honest food and expertly crafted cocktails, this hot spot provides a refreshing take on traditional London nightlife, whilst maintaining an undeniable sense of class and elegance.

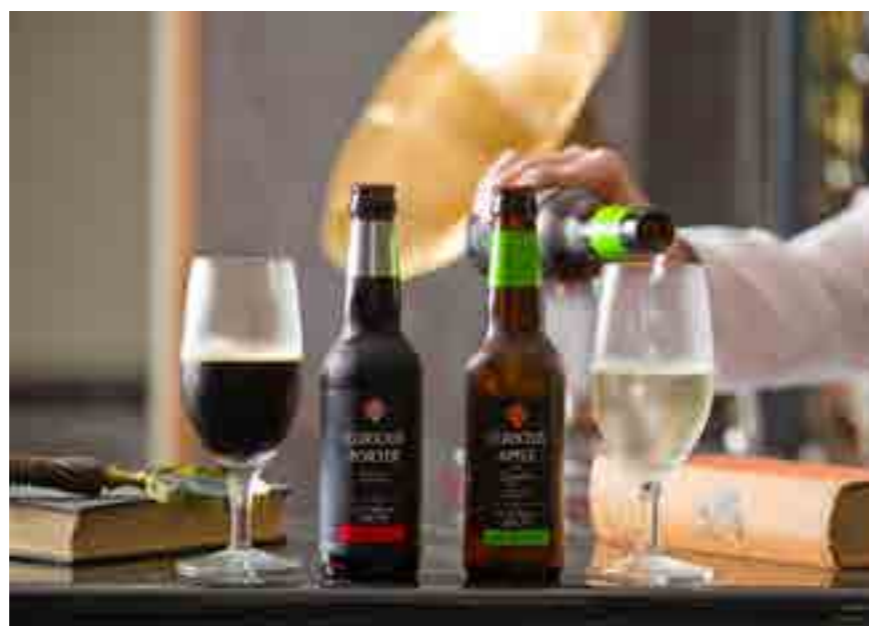


Bask in an atmosphere like no other, full of friendly flair and trimmed with classic style that pays homage to its beautiful Mayfair surroundings. The Smith and Whistle invites all sorts of occasions, whether it is an evening meal, a relaxing pint, or drinks with friends.

The bar's bespoke cocktail list is masterfully designed to offer the best cocktails on Mayfair. If cocktails aren't your thing, there's a whole host of fine wines and expertly crafted British draught and bottled beers available for you to enjoy.

Mayfair's local, Smith & Whistle takes inspiration from the fictional story of Detective Inspector Smith and his pursuit of legendary high-class criminal, Mr. William Whistle. With Smith & Whistle as inspiration, the bar evokes vintage Mayfair in all its gilded glory. The theme is constantly present in the bar's decoration, napkins, coasters and even in the menus.

Whether you like to sit down and relax over an evening cocktail or you're looking for an after work drinks spot; Smith & Whistle is the place for you.



SMITH & WHISTLE

MARTIN MILLER'S G&T HOUR

Every Thursday

All Martin Millers £5

SHERATON GRAND LONDON
PARK LANE PICCADILLY,
LONDON

For reservations please call +44 207 499 6321

www.smithandwhistle.com



PATRICK GRANT

FROM E.TAUTZ

COLLECTIONS — THE PARKER SHIRT

The Parker shirt has a pocket for a pen, which is how it got its name. It also has two large front pockets engineered to carry other useful items such as a book, or a map and compass. Each pocket would also easily accommodate a sandwich. So this is a very useful shirt. It is of course also very stylish. And very well made, in our own factory in Lancashire. This particular version in a fine linen printed with hand painted stripes.

PURCHASE ENQUIRIES

71 Duke Street, London W1K 5NX
+44 (0)207 629 8809
www.etautz.com



A bride and groom are dancing in a ballroom. The bride is wearing a white, strapless, floor-length wedding dress with a long train and is holding a bouquet of white and pink flowers. The groom is wearing a grey three-piece suit with a dark tie and a white boutonniere. They are both smiling and looking at each other. The background features a large, ornate chandelier with multiple tiers of lights, and several tall, slender vases filled with pink and white flowers. The room has a classic, elegant feel with wood paneling and silver chairs.

Bringing 1920's glamour to your special day

LOCATED IN THE HEART OF MAYFAIR, THE ICONIC
AND RECENTLY RESTORED BALLROOM AT THE
PARK LANE HOTEL PROVIDES A STUNNING ART
DECO BACK DROP FOR YOUR WEDDING.



**Sheraton
Grand**
LONDON PARK LANE

Contact our Events Team at The Sheraton Grand London Park Lane
at +44(0)207 290 7294 or at events.centallondon@starwoodhotels.com.

SOCIAL MEDIA GUIDE

for Weddings



by LOUISE BEUKES of B.LOVED BLOG

Social media is an amazing resource for brides and grooms to be, but it can also be an intimidating place for those new to the world of wedding planning. We're not surprised to see the trend for shunning social gain in popularity as couples are not sure the best way to handle it on the big day.

As part of B.LOVED's year-long partnership with Sheraton Grand London Park Lane we talked to our brides about their concerns about the role social media plays in their wedding day plans. We found that 90% of our brides feel overwhelmed by the volume and sometimes conflicting information out there, and almost a third of couples are planning unplugged (technology-free!) weddings to ensure their guests don't miss out on key moments.

Based on our conversations with brides, and my own experience working with brides, we've created a guide for using social media to ensure it's one less thing to worry about on your wedding day.

Unplugged vs PLUGGED

Weddings and social media are great for bringing people together, so perhaps it's only natural that you might use social media to share memories and connect people ahead of your big day.

But unplugged weddings – where phones, tablets and cameras are banned from the day (or at least the ceremony) – are gaining popularity as couples invest more in their wedding and want guests to immerse themselves in the experience you've planned.

SOCIAL MEDIA DO'S and DON'TS

Once you've made a decision on the role social media will play in your day the question is how to manage it on the day? We asked wedding planner and social media expert Helen Eriksen, of Socially Beautiful, for her top do's and don'ts:

Do

DO let your guests know how you feel about the use of social media and communicate it clearly

DO include messaging on your invites, order of service, wedding day programs and signage

DO nominate one or two diplomatic friends to encourage guests to put their phone away if you've planned an unplugged day, or to share if you're going all out with social media shares

DO create a wedding day hashtag if that's your jam, and encourage guests to share images from your day

DO use social media to announce last minute updates like transport timings or weather

DO take selfies, but remember to enjoy your day!

DO speak to your photographer about any concerns you may have (after all you don't want your ceremony images spoiled by a sea of mobile phones as you're walking up the aisle)

Don't

DON'T be on your phone all day. Take time to enjoy the most special day of your lives and have fun!

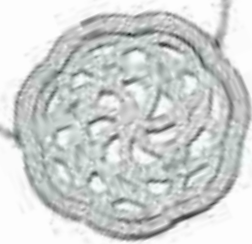
DON'T spoil any surprises by posting about it before the big day. If you just can't resist, then share sneak peeks rather than those all important details

DON'T substitute your professional photos for images your guests share on social media. They know how to best capture the important moments of your day

DON'T make your only contact through social media. Remember some guests might not be as tech-savvy as you, especially older generations and finally...DON'T be afraid to go unplugged!

WHAT WE CHOOSE

FOR THIS SEASON



18K White Gold Pendant
Pave set with Diamonds
£8,200 | Jsay.com

18K White Gold and Ruby
Drop Earrings
£35,400 | Wsalamoon.com



Columbian Emerald Natural
Green Step Cut Drop Earrings
£225,200 | Wsalamoon.com



Peacock Feather Ring
18K White Gold Diamond Ring
£70,890 | Harakh.com



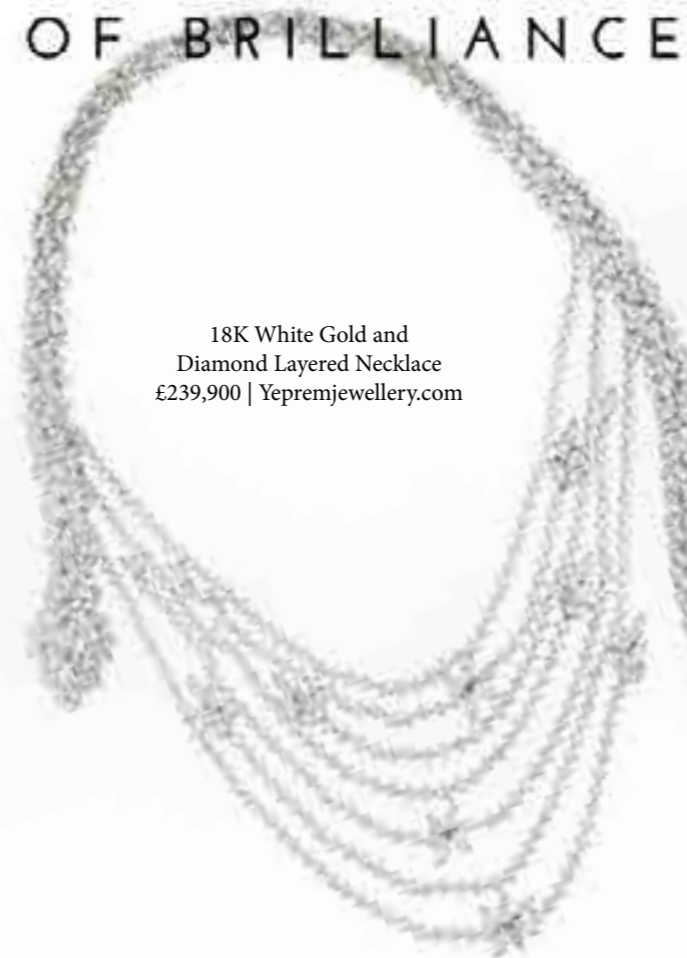
18K White Gold and Ruby Necklace
£123,900 | Wsalamoon.com



Peacock Feather Earrings
18K White Gold Diamond Earrings
£219,000 | Harakh.com

THE POWER OF BRILLIANCE

OF BRILLIANCE



18K White Gold and
Diamond Layered Necklace
£239,900 | Yepremjewellery.com



Merino Wool Scarf Classic Fringed
Natural Wool Colour (no dye added)
100% Finest Merino Wool
£130 | Anlaby.life



Merino Woollen Throw - William Morris Tree of Life
Stone Colour, 100% Finest Merino Wool
£895 | Anlaby.life



MERCANTE

For reservations please call +44 2074 996 321 or e-mail
www.mercanterestaurant.com

WHAT DOES THE FESTIVE SEASON LOOK LIKE?

AT THE SHERATON GRAND
LONDON PARK LANE HOTEL

BUON NATALE!

Bring friends and families together and ensure your Christmas is a special affair at Mercante, with an added festive spark experience seasonal creations entwined with flavours from the different regions of Italy.

From Christmas Brunch to NYE's Dinner, book at:
mercantorestaurant.com

GET IN THE PARTY SPIRIT

Smith & Whistle, your Mayfair's local, is the perfect place for a festive drink or for exclusive group parties of up to 100 people. Celebrate your pre-Christmas party here!

For more information visit:
Smithandwhistle.com



A CHRISTMAS TRADITION

During the festive season, enjoy an exciting twist on the traditional afternoon tea. Serving delicate finger sandwiches, delectable selection of fine pastries and freshly baked plain & rum soaked raisin & cranberry scones paired with the essential clotted cream and seasonal preserves, this is an experience to be shared with family and friends.

Afternoon Tea | £42 per person or £48 per person with free flowing of Chapel Down.

Make your booking or find our more at:
palmcourtlondon.co.uk



**Sheraton
Grand**
LONDON PARK LANE



A QUINTESSENTIAL TRADITION

AT THE PALM COURT

Afternoon Tea at The Sheraton Grand London Park Lane is celebrated every day at the Palm Court from 12pm to 7pm. A total indulgence of the senses, the Birdcage Afternoon Tea offers a selection of delicious pastries & sandwiches, freshly baked scones and scrumptious cakes, paired with a collection of 27 tea blends.

Step back in history & the Roaring 20's with original Art Deco features whilst savouring a truly British experience.



THE PALM COURT

EST. 1927



The history OF AFTERNOON TEA

Afternoon tea is recognised around the world as being something traditionally British. Nobody knows the exact origins of the afternoon tea but one lady features in all theories, Anna, Seventh Duchess of Bedford (1783-1857), lady in waiting to her majesty, Queen Victoria. 6-8pm.

Traditionally, dinner was not served until 8.30 or 9.00 in the evening and the Duchess often became hungry, especially in the summer when dinner was served even later. Every afternoon, she experienced a “sinking feeling” and requested sandwiches and cakes between 3pm and 4pm in the afternoon.

Soon others followed the duchess’ lead. In 1842, a well known actress named Fanny Kemble heard of Afternoon tea, and began to invite some guests to join her. Soon all of fashionable London was sipping tea with a variety of sandwiches on the side. The custom of “taking tea” in the afternoon had become well established, along with a complex set of rules and etiquette.

Anna Seventh Duchess of Bedford





Sheraton Grand

LONDON PARK LANE

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Immerse yourself in the magic of our 11,000-square-foot ballroom. With a separate dedicated entrance, this grade 2 listed ballroom is one of London's finest examples of Art Deco architecture.

Welcome up to 500 guests for dinner and dancing, or 1,200 for a cocktail reception, with a sprung maple dance floor and built-in stage to make your wedding or gala event complete.

sheratonparklane.com/meetings

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18K Rose Gold and Brown Diamonds
£3,800 | Anilarjandas.com



Made in Jalisco and casked in Scotland in
Single Malt Whisky Barrels
From £55 | Uwatequia.com



Right - YiRing
18K White and Black Gold Ring
set with Diamonds
£3,950 | Jsay.com



Just Rebel Star
Touch Me Ring
18K Black Gold Ring set with
Fancy Yellow and Black Diamonds
£6,000 | Jsay.com

Glamorous

ADD A HINT OF INDIVIDUALITY TO
YOUR OUTFIT BY CHOOSING FROM THIS
EXTENSIVE SELECTION



Just Revolution Skin
Above - Edgy Closed Bracelet
18K Black and Rose Gold Bracelet set
with Black Diamonds
£12,000 | Jsay.com

OUR SELECTION

OF GIFTS FOR HIM



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Black and Rose Gold Sunglasses
£POA | Anilarjandas.com



Bead Bracelet
Yellow Gold & Brown Diamonds
£3,750 | Anilarjandas.com



The Original Bracelet
Silver, Rose Gold, Black & Brown Diamonds
£3,900 | Anilarjandas.com



Protecting Double Riviere Bracelet
Silver and Black Diamonds
£1,650 | Anilarjandas.com



Merino Wool Scarf Classic Fringed
Natural Wool Colour (no dye added)
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£130 | Anlaby.life

PARK CHINOIS

N°17 Berkeley Street Mayfair



Fall Back in Love with Lunch

Impress guests with London's best Dim Sum from our à la carte menu or choose from our seasonally inspired Prix Fixe menu.

Lunch is served daily in Salon de Chine.

2 courses £26 – 3 courses £30

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