

PRESS RELEASE

THE DORCHESTER BLOSSOMS THIS SUMMER



THE DORCHESTER MARKS THE START OF THE BRITISH SUMMER SEASON WITH A SPECTACULAR IMMERSIVE AR EXPERIENCE AND FLORAL ACTIVATIONS

London, May 3, 2024 - The Dorchester will come into full bloom, marking the launch of the hotel's summer season, including an experiential AR filter, a sparkling partnership with Wild Idol and the return to Chelsea Flower Show.

A new immersive AR experience

The Dorchester's famous façade will come to life with The Dorchester Rose from the Friday, May 3 with an immersive AR experience. The QR code, located just outside of The Dorchester Garden, on the hotel's forecourt, will unlock a bespoke Instagram filter showcasing the hotel's signature rose. As guests film the façade The Dorchester Rose vines will grow up the entire hotel and blossom with pale pink flowers. The Dorchester Rose was specially created for The Dorchester by designer florist Philip Hammond in collaboration with Meijer Roses of Holland, a process which took seven years. This blousy bloom reveals deep blush tones as it opens, bringing life and colour to the displays throughout the hotel.

The Dorchester Garden in partnership with Wild Idol

This summer will see the launch of The Dorchester Garden in partnership with premium alcohol-free sparkling brand Wild Idol, a prime spot on the edge of Hyde Park to savour the summer months. The Dorchester Garden will blossom into a pink paradise with pretty parasols and the introduction of a Wild Idol spritz stand to help cool off on the warmer days. A brand new Dorchester ice cream trolley will be rolled out offering seasonal serves alongside a delicate adaptation of afternoon tea from The Promenade. Menu highlights will include the Wild Idol Sgroppino, an elderflower sorbet blended with Wild Idol and afternoon tea pastries inspired by Wild Idol tasting notes. Ensuring that every element of the summer offering has been carefully considered, a seasonal hamper will be available at The Dorchester's Cake & Flowers for the duration of the summer. It will incorporate the best of the season from the shop, including a seasonal bouquet, a box of bonbons and a perfectly chilled bottle of Wild Idol.

Chelsea Flower Show

This year, The Promenade at The Dorchester will return to Chelsea Flower Show for a sixth year, offering visitors a chance to sample the hotel's renowned afternoon tea whilst enjoying the show. This year's Chelsea Flower Show afternoon tea features seasonal takes on traditional finger sandwiches alongside a selection of summer pastries including strawberry roulade, pistachio choux, blueberry and blackcurrant tart and a black forest. A vegan version will also be available for those looking for a plant-based alternative. The Chelsea Flower Show afternoon tea will be available during Chelsea Flower Show (May 21-25) and at The Dorchester from May 20.

The Dorchester Spa Candle

The Dorchester will launch a unique Dorchester Spa Candle in collaboration with natural and organic Scottish skincare brand, ishga. The Dorchester has partnered with co-founder and lead scientist Malcolm Macrae to develop a bespoke candle that uses waste from the hotel's signature rose to create this new variety of candle. The uniquely scented candle takes petals that have been previously used in the hotel's floral displays and gives them a new lease of life, allowing the guest to be immersed in the aromas of The Dorchester's signature scent at home. The result is an uplifting fragrance of rose absolute, rose geranium and frankincense encapsulating the hotel's celebration of florals, distilled into a sustainably-minded scented candle. Candles will be available to purchase online and at the hotel.

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NOTES TO THE EDITORS

For further information, please visit our [PHOTO LIBRARY](#) and [MEDIA CENTRE](#) or contact:

Emma Bowman
emma.bowman@dorchestercollection.com

THE DORCHESTER

Standing tall in Mayfair, The Dorchester is a magnificent London landmark and a destination in itself.
Here – within London's vibrant spirit – the worldly and the curious feel at home.

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WILD IDOL

Wild Idol is a premium, alcohol free sparkling drink of the highest quality. Working with exceptional vineyards, we use wine-making techniques and a superior blend of grapes to produce the finest aromatics and the purest flavour. Vegan, and gluten free, our ingredients have never included alcohol and our process is simplistic and pure. Created for the uninhibited free spirits and the conscious hedonists, Wild Idol is a celebration of nature, in all its wild beauty.

www.wildidol.com

[@wildidol.official](https://www.instagram.com/wildidol.official)

DORCHESTER COLLECTION

Dorchester Collection is a portfolio of the world's foremost luxury hotels and residences. The unique properties are all legendary, with rich heritages and worldwide reputations as places offering the most sought-after experiences of good living, charm, elegance, and unparalleled standards of service.

The current portfolio includes the following hotels:

THE DORCHESTER LONDON, 45 PARK LANE LONDON, COWORTH PARK ASCOT
LE MEURICE PARIS, HÔTEL PLAZA ATHÉNÉE PARIS, HOTEL PRINCIPE DI SAVOIA MILAN, HOTEL EDEN ROME
THE LANA DUBAI, THE BEVERLY HILLS HOTEL BEVERLY HILLS, HOTEL BEL-AIR LOS ANGELES,
TOKYO (opening 2028)

Luxury residences include:

LONDON

In partnership with Clivedale: **MAYFAIR PARK RESIDENCES**

DUBAI

In partnership with OMNIYAT: **ONE AT PALM JUMEIRAH, THE LANA RESIDENCES,
AVA AT PALM JUMEIRAH, ORLA, ORLA INFINITY, VELA, VELA VIENTO**

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