

PRESS RELEASE

LATEST NEWS FROM DORCHESTER COLLECTION
FOR SPRING 2024



London, April 12, 2024 – Dorchester Collection entered the spring season with an array of exciting activations and partnerships. In London, The Dorchester will launch a ‘Dorch in Bloom’ campaign, while 45 Park Lane has partnered with the renowned aesthetician Dr Uliana Gout. Further afield, Hotel Eden in Italy has announced a new look for its spa, and in Dubai, Dorchester Collection’s latest hotel, The Lana, will open the first Dior Spa in the UAE.

THE DORCHESTER, LONDON

For spring/summer, The Dorchester will launch its ‘Dorch in Bloom’ campaign from May 1. The new initiative will utilise an Augmented Reality social media filter, inspired by The Dorchester Rose, to display the hotel’s signature rose growing up the building. Visitors can engage with this immersive experience via a QR code located in front of The Dorchester Garden, ensuring accessibility to all. This activation promises enduring appeal for visitors throughout the summer season. *This AR filter will be available at the hotel indefinitely.*

45 PARK LANE, LONDON

45 Park Lane has announced a partnership with leading global expert in aesthetic medicine and founder of the multi award-winning London Aesthetic Medicine (LAM) Clinic, Dr Uliana Gout. Following the highly successful partnership at its sister hotel, The Dorchester, Dr Uliana’s award-winning treatments is now available at 45

Park Lane. Bringing her expertise in evidence-based aesthetic medicine, the bespoke LAM Luxe menu, curated by Dr. Gout, epitomises the ethos of enhancing natural beauty.

Noteworthy among the offerings is the LAM Luxe Celebrity Facial, an exclusive treatment that blends hydrating molecules to help optimise smoothness and pore refinement. M-mode Radio Frequency is used to help tighten and enhance facial contours, which is then followed by Dr Gout's signature LAM Exosome infusion technique to promote hydration and plump skin by delivering an Exosome cocktail deeper into the skin using Electroporation. The treatment ends with anti-inflammatory red LED and a hydrating mask for extra sparkle and glow.

LAM Luxe Celebrity Facial from £1,300 for a single treatment.

COWORTH PARK, ASCOT

Following executive chef Adam Smith's debut and success on BBC's Great British Menu, there is no better time to visit Coworth Park and its newly reimagined restaurant, The Barn. With a new kitchen and a fresh culinary concept centred around locally sourced, ingredient-driven cuisine, The Barn promises a unique dining experience. Housed in the original barn structure, the open kitchen and grill takes pride of place in the restaurant. Guided by seasonal ingredients from the UK's best producers, the menu features executive chef Adam Smith's take on British classics, and encourages a convivial, relaxed style of dining.

Fresh and preserved ingredients from the Coworth Park estate features on the menu, such as an elderflower vinegar and cordial that is used as a dressing for the Scallop crudo starter. Smith also works closely with leading British producers, such as Beal's Farm Charcuterie for English mangalitsa coppa, and small-scale suppliers for English wagyu and wild venison. Main courses on the new menu include classics such as Smithy's chicken pie, alongside simple meat, fish and vegetable focused dishes, including Hereford côte de boeuf (to share); Spatchcock quail with rosemary and lemon; and a selection of day boat fish from Cornwall that can all be served either grilled or beer battered.

HÔTEL PLAZA ATHÉNÉE, PARIS

This spring, Hôtel Plaza Athénée is inviting guests to indulge in a new menu concept at La Terrasse Montaigne, created by the hotel's executive chef Jean Imbert. Offering a selection of iconic dishes and alongside new items throughout the day, the terrace has also introduced an additional menu highlighting freshly sourced seafood, complemented by optional champagne pairings for lunch and dinner. Embodying the essence of Parisian elegance, this culinary journey promises to delight guests against the picturesque backdrop of Avenue Montaigne.

LE MEURICE, PARIS

Guests visiting La Maison Valmont pour Le Meurice, the only Valmont spa in Paris, can now try the Ultimate Hydrafacial Treatment, combining the patented HydraFacial cleansing technology with the anti-ageing expertise of Valmont. This treatment starts off with a three-step Hydrafacial that cleanses, extract impurities and hydrates the skin, followed by Valmont's signature protocol designed to restore youth and radiance through stimulating massage and anti-ageing techniques.

The Ultimate Hydrafacial Treatment by Valmont pour Le Meurice – 90 minutes from €360

Hydrafacial treatment – 60 minutes from €290

HOTEL EDEN, ROME

The Eden Spa is set to unveil a new look this summer following a soft refurbishment, designed to enhance guest experience. The interior, inspired by the rich Roman heritage, embraces the timeless elegance and refinement of Italian design. Additions will include a new relaxation area where guests can begin or end their spa journey with herbal infusions or fresh smoothies.

New treatments and cutting-edge technologies will be introduced, including an immersive vibro-musical experience with an Aurasens treatment bed. The natural ergonomics of the bed, combined with music and massage, allow the body to relax and recuperate.

The Eden Spa will also be launching a new brand for body treatments, HöbePergh. With 30 years of experience in selecting, processing and extracting the best Alpine herbs, HöbePergh has reinterpreted the concept of natural treatments.

HOTEL PRINCIPE DI SAVOIA, MILAN

Hotel Principe di Savoia has welcomed a new exhibition to Il Salotto, 'Moments in time' by Brazilian-born, Milan-based photographer Lucas Possiede. Capturing the essence of fleeting moments, Possiede's collection of portraits offer a glimpse into the world of international fashion and culture through 12 famous faces.

Known for being the photographer of major international fashion brands, Possiede's photography is focused on capturing smiles in candid moments. Possiede is the official event photographer for Giorgio Armani, Valentino, Brunello Cucinelli and many other internationally renowned couturiers.

The exhibition is complimentary and open to the public daily.

THE LANA, DUBAI

The Lana, Dorchester Collection's latest addition and the brand's first property in the Middle East will open the first ever Dior Spa in the UAE in April 2024. Featuring state-of-the-art facilities and cutting-edge treatments, the Dior Spa offers an unparalleled wellness experience, with treatments including Icoone Therapy, Hydrafacial treatments, Dior Micro-Abrasion, and the Dior Skin Light LED therapy mask. Three signature treatments will be exclusive to The Lana, including Escale at The Lana, Dior Stone Therapy and D-Sculpt.

Iyashi Dôme technology will also be introduced at the spa to offer customisable sauna sessions, providing both relaxation and slimming effects. This is complemented by an impressive array of facial treatments thoughtfully curated for men and a personalised programme of hand and foot treatments. To further enhance the experience, the spa offers a futon for Japanese-inspired treatments, and a dedicated beauty room.

The hotel is now open with eight restaurant and mixology concepts, four developed in collaboration with famed Michelin-starred chefs – Jean Imbert, Martín Berasategui, and pastry chef, Angelo Musa – and four original concepts operated by the hotel team.

HOTEL BEL-AIR, LOS ANGELES

Los Angeles' beloved Hotel Bel-Air is hosting a whisky tasting with Macallan on April 17 from 6 – 7.30pm. Brand ambassador, Martin Cole, will share a brief history of Macallan's production and characteristics of their selections. Attendees will enjoy tasting The Macallan Sherry Oak 18yr, The Macallan Sherry Oak 25yr and a few harder to find selections such as The Macallan Harmony Collection Amber Meadow and a surprise pour. The 90-minute class is priced at \$300 per person and includes chef's choice of appetisers and will take place in the hotel's Private Dining Room.

The hotel has ushered in the next era of gastronomic excellence under the direction of culinary director Joe Garcia. He will showcase his Michelin-starred background and dedication to local ingredients with a new menu direction for the hotel's existing culinary outlet, The Restaurant, and upcoming culinary concepts, 'The Living Room' and 'Patisserie', slated to debut this July 2024.

Curated by Jim Hedges, the hotel's curator of the arts, and open to the public seven days a week, the hotel has also welcomed the installation of three works by sculpture artist Phillip K Smith. This exhibition creates a captivating dialogue between contemporary art and the hotel's picturesque surroundings. The works include 'Arced Line: Double Push/Pull Vertical (Gold), 2014', 'Garden of Reflections, 2022', consisting of five

columnar extrusions wrapped in reflective corrugation at the top of steel posts, informing an impression of futuristic treetops and 'Flat Portal Variant 4:2, 2022', part of Smith's ongoing series of Portals.

THE BEVERLY HILLS HOTEL, BEVERLY HILLS

The Beverly Hills Hotel, in collaboration with Hedges Projects, is presenting an exhibition of fine art prints from Gemini G.E.L., a renowned publisher of print and sculpture editions based in Los Angeles since 1966. Gemini, a sought-after hub for artists exploring creative opportunities in prints and multiples, is known for fostering collaborative relationships with the artists invited to work at its print studios.

On display are works by artists with longstanding relationships with Gemini, including John Baldessari, Sophie Calle, Tacita Dean, Darryl Pottorf, Robert Rauschenberg, Ed Ruscha, and Richard Serra. This curated exhibition invites patrons to explore the history and creative dialogues between these visionary artists and Gemini G.E.L.

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NOTES TO THE EDITORS

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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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