



# EDWARDIAN HOTELS

LONDON

## **New Brand Launched: Edwardian Hotels London**

*Evolution of previous brand Edwardian Group London*

Edwardian Hotels London has today been launched, replacing the previously used Edwardian Group London.

The hospitality group which owns and operates 12 hotels, including The May Fair Hotel in London and Radisson Blu Edwardian Manchester in the city's Free Trade Hall, has also unveiled its new branding and logo.

The new identity combines a sense of modern luxury with contemporary design and incorporates a 'flair' symbol. A visual shorthand for a memorable and delightful guest experience, the 'flair' symbol reflects the group's energy, exuberance and creativity across all service and experience areas.

Paul Mansi, Chief Operating Officer from Edwardian Hotels London says,

*"This rebrand is very important to us; as we grow at a rapid pace we want to make sure that our guests know who we are and what we stand for. Our hotels are at the centre of everything we do and we pride ourselves on our several decades' worth of hospitality knowledge. We want to ensure that our guests experience the Edwardian level of excellence and that in the multiple touch-points they encounter our unique sense of flair."*

Following today's launch, there will be a phased roll-out of the new flair logo and branding across all premises, on printed materials and websites starting from 1<sup>st</sup> Jan 2016.

The rebrand is a result of a partnership with Saatchi Masius.

The rebrand will not impact the existing relationship with Carlson Rezidor and all 11 properties with the Radisson Blu flag will retain them as part of the existing agreement.

### **For further information, please contact:**

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Hi-res images of new branding available on request

### **About Edwardian Hotels London**

Edwardian Hotels London is one of the UK's largest, privately-owned companies which has been developing luxury hotel and hospitality Brands since Jasminder Singh OBE began his career within the hospitality industry in 1975 – forming the beginnings of what would subsequently become Edwardian Hotels. Today Edwardian Hotels London operates Radisson Blu Edwardian hotels, The May Fair Hotel London and a fast-growing range of distinctive restaurant, bar and spa brands. The group owns and runs restaurant concepts including the iconic [May Fair Kitchen](#); contemporary [Steak and Lobster](#) and classically British [Scoff and Banter](#).



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Edwardian Hotels London is a trusted partner of Carlson Companies Inc.

For more information visit our website at [www.edwardian.com](http://www.edwardian.com)