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**ICONIC LUXURY HOTELS WINS HAT TRICK OF CONDÉ NAST JOHANSENS AWARDS,
TOPPED OFF WITH FIVE RED STARS FOR 11 CADOGAN GARDENS!**



WITH SO MUCH UNCERTAINTY IN THE WORLD, ICONIC LUXURY HOTELS BRINGS SOME HOPE AND HAPPINESS AS THEY ANNOUNCE THREE OF ITS PROPERTIES ARE WINNERS OF THE 38TH ANNUAL CONDÉ NAST JOHANSENS AWARDS FOR EXCELLENCE 2021 --- AND THE AA AWARDS FIVE RED STARS TO 11 CADOGAN GARDENS

CONDÉ NAST JOHANSENS AWARDS – This November Condé Nast Johansens has announced the winners of their Awards for Excellence 2021 across the UK & Ireland; which included three properties in the Iconic Luxury Hotels collection; Chewton Glen, 11 Cadogan Gardens and Cliveden House. Created to acknowledge, reward and celebrate excellence across recommended properties, the world-renowned Awards for Excellence are a trusted mark of quality recognised by consumers and travel professionals alike. The awards ceremony, which took place virtually this year, celebrated the winners who have raised the benchmark in luxury travel, with the Iconic Luxury Hotels properties receiving acknowledgment across various categories such as Best Countryside Hotel, Best Urban Hotel and Best Service.





Winners-

Best Countryside Hotel: Chewton Glen, Hampshire, England

Best Urban Hotel (Town, City): 11 Cadogan Gardens, London, England

Best Service: Cliveden House, Berkshire, England

AA RED STARS – The AA Hospitality Awards has awarded its latest round of Red Star winners, which celebrate the brightest and best among the nation's hotels, restaurants and chefs, and this year London based 11 Cadogan Gardens is proud to have been awarded the maximum five Red Stars. Red Stars are the AA's top accolade for hotels and a property which is awarded red stars, has been carefully selected by the AA as one of the best hotels in the British Isles, offering high quality throughout, including outstanding levels of hospitality and service. Previously sister Iconic Luxury property Chewton Glen, the 'iconic' country house hotel in Hampshire was named as England's 'AA Hotel of the Year'.

Andrew Stembridge, Managing Director of Chewton Glen and Executive Director of Iconic Luxury Hotels:

"We are very proud to have been awarded across three categories for the Condé Nast Johansens awards, and for 11 Cadogan Gardens to be been honoured with the maximum number of AA stars this year. Winning these respected awards in an undoubtedly tough and turbulent time, is an acknowledgment of the hard work and dedication from all the teams who continue to strive to improve all of the Iconic Luxury Hotels properties. We are extremely proud and honoured to be part of a company which continues to evolve and distinguish itself as some of the best hotels in the UK, and offer our gratitude to Condé Nast Johansens and the AA for their recognition"

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ABOUT ICONIC LUXURY HOTELS:

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 areas and The Mayfair Townhouse, London that is due to open in late 2020.

Cliveden House is one of the world's finest country house hotels, a grand stately home set in the heart of the Berkshire countryside, surrounded by 376 acres of magnificent formal gardens and parkland with panoramic views over the River Thames. Dramatically decorated in lavish period style combining thoroughly modern convenience with the elegance and unparalleled luxury that are the hotel's trademarks.

The Lygon Arms is a Cotswolds' institution; this stunning 600-year-old coaching inn of honeyed stone is located in picturesque Broadway village. The inn has been a destination for centuries, attracting guests from King Charles I to Elizabeth Taylor. The hotel delivers luxurious comfort and chic style while retaining the inn's distinctive heritage, alongside relaxed dining in The Lygon Bar & Grill, luxurious spa and three acres of gardens.

Chewton Glen is an English original; this Relais & Châteaux luxury country house hotel is located within 130 acres of immaculately maintained woodland and parkland on the edge of the New Forest and a few minutes' walk from the coast. Stand-out facilities include the award-winning Treehouse Suites, the fabulous newly redesigned spa and The Kitchen, an exciting meet, eat and cook venue overseen by TV Chef James Martin.

11 Cadogan Gardens is an exceptional townhouse situated just off Sloane Square in the heart of Chelsea and is the only Relais & Châteaux hotel in London. Individual and subtly discreet, 11 Cadogan Gardens provides the ultimate city escape with plush, luxurious suites, theatrical Chelsea Bar and Hans' Bar & Grill which opens on to Pavilion Road, considered the very latest in-vogue destination for foodies.

The Mayfair Townhouse is a new high-end lifestyle hotel overlooking London's Green Park. Curious, engaging and witty, The Mayfair Townhouse delivers the unexpected and redefines what it means to be a London hotel: think Oscar Wilde meets Alice in Wonderland. With its stylishly contemporary rooms and theatrical Dandy Bar it brings a fresh energy into one of London's most distinguished neighbourhoods.