



# CLARIDGE'S



## **THE FUMOIR**

In 1931 the bright young things were partying as if their lives depended upon it. Shorter skirts shimmied, hair was shingled, the mary-janes were silver and the men – dashing, debonair and divine. Cocktails were all the rage, served in Lalique crystal, while the band plays, ‘Heaven, I’m in heaven’ ....’The way you look tonight’ ....and ‘Dancing cheek to cheek’ .....

At Claridge’s leading designer Basil Ionides finished etching the priceless mirrors which grace the walls of the Fumoir and René Lalique presented a glass panel to place above its door.

Claridge's and Lalique have recreated this heady glamour with a menu of cocktails from the 1930's. Swizzles, Daisies, Crustas, Cups, Sours, Juleps and Pick-me-ups, all from original recipes and served in Lalique glasses. In the 30's nothing was pre-prepared but made freshly in front of the guests. Precision was of immense importance showing the skill of the barman and this bespoke service has been recreated too.

René Lalique's passion for glass started around 1907. He reinvented the perfume bottle and developed opalescent glass. He revolutionised the world of jewellery and went on to become the master glassmaker of the art deco movement. René's successors have carefully followed his principals and remained faithful to the heritage of Lalique. Today the company continues to open boutiques around the world and launch new collections every year, including limited edition collections and collaborations within art and design.

Inspired by the original 1930's panel which has been sitting above the door to the Fumoir, since it was presented to Claridge's by Renee Lalique in 1931, Claridge's invited Lalique to create some new pieces for its Fumoir bar. The results are stunning. The panels behind the bar subtly echo the original crystal panel, the hanging Lalique Jaffa lights and table lamps complement the central, elegant chandelier which now graces the ceiling. And that's not to mention the Lalique crystal glasses; coupes, saucers, high balls and slim jims, chosen to complement the cocktails made from 1930's recipes.

These beautiful pieces are joined by the piece de resistance, a unique Lalique one-off design, displayed in the alcove beside the bar. This piece changes regularly. All of the glasses and other Lalique pieces are available from the Lalique shop in New Bond Street.

## **ABOUT CLARIDGE'S**

At the centre of London's Mayfair, Claridge's, part of Maybourne Hotel Group, embodies grand English style, timeless glamour and impeccable, intuitive and highly tailored service. It is London's art deco jewel, and home to breath-taking rooms and suites. From London's finest afternoon tea in the Foyer to vintage champagnes and rare spirits at Claridge's Bar, all are part of the hotel's unique splendour and charm.

## **ABOUT MAYBOURNE HOTEL GROUP**

Maybourne Hotel Group owns and manages [Claridge's, the Connaught and the Berkeley](#), three of the world's most legendary five-star hotels, located in the heart of London. Maybourne Hotel Group is committed to delivering authentic and unique guest experiences that reflect the individual nature of its hotels, its guests and its staff whilst maintaining a timeless elegance and intuitive service style that are the hallmarks of its properties.

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

Paula Fitzherbert / Orla Hickey

020 7201 1607/ 020 7201 1664

[pfitzherbert@claridges.co.uk](mailto:pfitzherbert@claridges.co.uk)

[ohickey@claridges.co.uk](mailto:ohickey@claridges.co.uk)