



CONNAUGHT



THE PERFECT PRESENT FOR THE WELL HEELED GENTLEMAN

- THE JOHN LOBB SHOESHINE CARD AT THE CONNAUGHT -

Finding a present for the well-heeled man about town always poses a problem, but The Connaught, the landmark hotel in Mayfair, has stepped up with the perfect solution - the John Lobb shoeshine card, entitling the recipient to six shoe shine sessions in the inimitable surroundings of The Connaught Hotel.

Each session, which lasts approximately 30 minutes, offers a brief respite from daily demands and cares. The Connaught butlers, who have been specially trained by John Lobb at the factory in Northampton, use only the finest John Lobb materials including brushes, cloth, wax and polish. On arrival, you will be offered a Connaught martini or drink of your choice and a selection of national and international newspapers and magazines to peruse. And while your shoes are being buffed and you are relaxing, your jacket will be whisked away for a steam press by the Connaught's valets, ensuring you leave with a spring in your step!

The John Lobb shoeshine chair, which is located on the first floor landing of The Connaught, next to the iconic mahogany staircase, has been designed by Rena Dumas and the Design Department of her interior design firm RDAI. The chair was developed from the knowledge and practice of the street shoe-shiner, a time-honoured profession but forgotten craft. Economy of movement and the privileged relationship between the shoe-shiner and his customer were both key to the design brief.

The shoeshine chair is clad in tobacco coloured buffalo leather, with a distinctively masculine silhouette and sober, carefully streamlined design which were imperative to ensure that, when unattended, the chair could stand handsomely but remain unobtrusive. The wooden stool and toolbox are as integral to the shoeshine experience as the podium itself, which features two precisely placed nickel-plated brass footrests moulded with John Lobb's initials. Similarly, the chair's height and proportion have been optimised to create an equal rapport between the shoe-shiner and the customer.

The John Lobb shoeshine card is priced at £150 for six sessions and can be purchased online via johnlobb@the-connaught.co.uk or directly from the hotel.

About The Connaught

In the heart of London's Mayfair, the Connaught, part of Maybourne Hotel Group, blends contemporary style, classic English character and impeccable service to create the ultimate in sophistication. Rooms and suites to suit every mood, exquisite cuisine from H el ene Darroze, the charm of the Connaught and Coburg Bars, and Europe's first Aman Spa make this the perfect place to rest, relax and dine in style.

www.the-connaught.co.uk

For further information, please contact:

The Connaught

Paula Fitzherbert or Christina Norton

Phone: +44 (0) 207 201 1607 / 207 201 1618

pfitzherbert@the-berkeley.co.uk

cnorton@the-connaught.co.uk