



THE CADOGAN

A BELMOND HOTEL
LONDON

THE CADOGAN, A BELMOND HOTEL LAUNCHES VINTAGE FASHION PARTNERSHIP WITH LVMH'S HERISTORIA, TO DEBUT DURING CHELSEA IN BLOOM

MAY 2023 - To celebrate Chelsea in Bloom, London's annual botanical festival which decorates the neighbourhood during the famed RHS Chelsea Flower Show week, The Cadogan, A Belmond Hotel, will play tribute to the 2023 theme of 'Film' through the launch of a new long-term partnership with LVMH group's online platform for vintage luxury pieces - HERISTORIA. The Cadogan's facade will also be injected with a floral tribute to the golden age of cinema by florist to the royal household, Simon Lycett.

DRESS THE PART

Launching on Monday, 22 May, The Cadogan will partner with HERISTORIA, the new initiative recently launched by the LVMH group, who has carefully curated an exclusive collection of 30 incredible pieces. Inspired by the prestigious and celebrated festival, the exclusive edit, curated by Laurence Mayer, HERISTORIA's Director of Offerings and Clienteling, is awash with decadent floral pieces, as well as a handful of items with inspiring stories connected to the world of film. Taking over the hotel, HERISTORIA will install a luxurious shopping pop-up to showcase the vintage fashion, jewellery and accessories, including timeless treasures such as a FRED Star Ring,

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whose collection was worn by Caterina Murino in the film Casino Royale and a Baguette Fendi Bag adorned with daisies from the Spring Summer 2000 collection.

In addition, one of The Cadogan's sumptuous suites will be the setting for private, one-to-one appointments for the week of Chelsea in Bloom, where residents and guests are invited to discover the collection and purchase a piece of silver screen history. Items include, a Givenchy Blazer from the Alexander McQueen era and a dress designed by Kenzo Takada, whose model starred in his 1980 film "Rêve après rêve". What's more, each sale with one the high-end pieces comes with an exclusive experience to delve into the brand that originally crafted the item. Individuals can book an appointment using the following [link](#).

As part of an immersive programme of inspiring moments, two of HERISTORIA's three co-founders, Gérosine Henriot and Laurence Mayer, will be hosting a cocktail event on Wednesday, 24 May in The Cadogan's Maison Lounge, where they will share tips on the art of styling the iconic Jean Patou Silk Scarf, in the manner of a Hollywood star.

This will mark the platform's first in-person shopping event, giving The Cadogan's residents and London city dwellers exclusive access to the edit ahead of their official sale on Heristoria.com on Friday, 26 May.

EVERYTHING STARTS WITH A STORY

The Cadogan and HERISTORIA are both storytellers at heart and to cement the partnership further, there will be an unveiling of a unique, personal shopping experience for The Cadogan's hotel guests moving forward - *"Treasure Hunter Service"*.

When booking a stylish stay at the Chelsea residence, guests can opt in to the exclusive package, tasking the HERISTORIA team to find their loved one a vintage gift that resonates with an important moment, whether it's a designer piece of jewellery from the year of birth, a timepiece once on the wrist of a loved one or something 'old' for their upcoming nuptials. The HERISTORIA team will search for incredible objects with a strong emotional value to sublimate the past into the present.

The on-going service is guaranteed to add that extra memorable touch, helping guests celebrate the key moments of their life and reaffirming The Cadogan as a legendary backdrop to those all important milestone events. The service is available for all hotel guests staying at The Cadogan hotel, as well as individuals hosting a private event in one of the stylish event spaces.

"At Belmond we are proud custodians of timeless heritage, the partnership with HERISTORIA felt like a natural fit and we are delighted to be hosting them at our stylish London residence this May across the inaugural Chelsea in Bloom festival", says Xavier Lablaude, General Manager of The Cadogan.

Commenting, Gérosine Henriot, General Manager of HERISTORIA *"We are very excited about our partnership with The Cadogan because the synergies are amazing and meaningful! We are both storytellers driven by emotions. It feels as though it was meant to be"*.

With a storied past full of glamour, style and at times, scandal, The Cadogan Hotel is the place where London's cultural and social calendars converge; from sparkling soirees to flamboyant tales; the long-term partnership with HERISTORIA promises to deepen the property's long-standing connection to history and reputation as one of the most stylish hotel retreats the capital has to offer.

SETTING THE STAGE



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Conceptualised and crafted by award-winning florist, Simon Lycett, for the week of Chelsea in Bloom, a floral display will adorn the entrance of the hotel together with 'wow' moments in the Maison Lounge in honour of the legendary glamour of cinema. The impactful installation will be unveiled on Monday, 22 May for guests and locals alike to admire until Sunday, 28 May.

ENDS



NOTES TO EDITORS

Images of The Cadogan, A Belmond Hotel, London can be [downloaded here](#).

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Please visit the [Belmond Media Hub](#)

ABOUT BELMOND

Belmond has been a pioneer of exceptional luxury travel for over 45 years, building a passion for authentic escapes into a portfolio of one-of-a-kind experiences in some of the world's most inspiring destinations.

Since the acquisition of the iconic Hotel Cipriani in Venice in 1976, Belmond has continued to perpetuate the legendary art of travel, taking discerning global travellers on breathtaking journeys. Its portfolio extends across 24 countries with 50 remarkable properties that include the illustrious Venice Simplon-Orient-Express train, remote beach retreats like Cap Juluca in Anguilla, Italian hideaways such as Splendido in Portofino, or unrivalled gateways to world natural wonders such as Hotel das Cataratas inside Brazil's Iguazu National Park. From trains to river barges, safari lodges to hotels, each unique property offers an incomparable experience with its own story to tell. The essence of the Belmond brand is built upon its heritage, craftsmanship and genuine, authentic service. Belmond sees its role as custodians of timeless heritage, dedicated to preserving its assets through sensitive ongoing restoration plans. Belmond is part of the world's leading luxury group LVMH Moët Hennessy Louis Vuitton. www.belmond.com

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ABOUT HERISTORIA

HERISTORIA, an online platform dedicated to vintage pieces* for clients who want to treat themselves to a piece of history, was created in 2022. The result of the DARE (Disrupt, Act, Risk to be an Entrepreneur) intrapreneurial program of LVMH group, this project was initiated by three LVMH Group employees with complementary backgrounds, united around a common ambition: to give the patina of time its letters of nobility.

HERISTORIA offers a unique experience based on iconic pieces from the past, inviting clients to purchase not only an object but also the history behind it. Each vintage piece has been meticulously selected, authenticated, rejuvenated and contextualised with the support of its Maison of origin.

****Millesime* is the French translation of "vintage". In this case, it qualifies all vintage items – beyond wine and spirits -- for sale on Heristoria.com with a sophisticated touch to emphasise the uniqueness and timelessness of the pieces on offer.

****DARE* (Disrupt Act Risk to be an Entrepreneur) Devised by Chantal Gaemperlé, LVMH Director of Human Resources & Synergies, the DARE initiative gives all the Group's employees, via the Maisons and regions, the chance to propose and transform an idea into a solution, to reinvent the luxury sector of the future.

Heristoria.com

INSTAGRAM: **HERISTORIA**



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