

ISSUE IV

THE
LONDON

EDITION

AND
OTHER STORIES IV





As I sit here and put together Issue IV of Other Stories, the evenings are drawing in, my sun hat has been packed away until next spring and my mother mentions the dreaded word that is always uttered three months too early... yes 'Christmas!'.

Seriously, where did the Summer go?! This July I was blessed with plenty of travel, both business & of course pleasure. I was away from London for about a month and I can honestly say I missed the place.

When living in London, you can easily get caught up in the daily commute and forget you live in the greatest city on earth. For the month of August I set myself a challenge to find something wonderfully new every week in London. Issue IV is collection of those 'hidden gems' I found, and I invite you all to find them too.

London never stops. We have just come out of the World Athletics Championships (another successful sporting event in London!) and the 50th anniversary of the decriminalisation of homosexuality; which we at the London EDITION celebrated in style (with a drag show in The Lobby, obviously)! Now after a well-earned brief rest, London is gearing up for the London Design Festival; welcoming our American friends for the return of NFL to London, London Fashion Week and the wonderful Frieze London.

Brace yourselves people, it's going to be a whirlwind and what better place on earth than London to experience it.

Kind regards,
Ollie

Senior Group Sales Manager
The London EDITION



Sam
WALLACE
ASSISTANT EDITOR

So here we are again! The year has absolutely flown by, and typically summer has been & gone in a flash. Nonetheless, if there is one thing London does well, its winter activities! As Ollie mentioned, this issue is all about London's hidden gems! So pack your wellingtons and your appetite, it's going to be a good one!

Cheers to That!

The Ginstitute

One thing Brits know well, it's their gin.

As Winston Churchill once said, "The gin and tonic has saved more Englishmen's lives, and minds, than all the doctors in the empire." So yes, as a nation, one may say we owe one to gin.

You might have gone to high school, university, even grad-school. But have you ever attended the Ginstitute? Lucky for you, you can still embark on this unique in-depth journey of culture, history and distillery process of London's spirit of choice with Portobello Road Gin.

The Gin Instructor will take you

through the dark days of the love affair London and gin share as well as gin's rise to the limelight as a cocktail ingredient.

This will be followed by a visit to the Blending Room, where rather than having your nose in the books, you will have it in the bottles. Using the lessons you've already passed with flying colours, you will sniff your way through various pure botanical distillates. This will allow you to choose your favourite flavours and create your own personal blend of gin.

To conclude, your personal Portobello Road Gin blend is bottled up as your graduation diploma, which you'll take home as a proof of your

new degree.

Oh and of course, it goes without saying, you will be drinking gin throughout your entire experience. Education has never been so much fun!

For more information please visit <https://www.theginstitute.com/>

DID YOU KNOW?

The consumption of gin in London in 18th century drastically increased causing the Parliament to pass five massive acts designed to grasp some control over the consumption.

In 1735, 5.5 million gallons of gin was purchased in London alone.



Fit for a King

Field to Feast

As the British shooting season is now underway, Berners Tavern at the London EDITION and world-renowned luxury gun makers, shooting school and English countryside clothing brand; Holland & Holland, are partnering up to get in the spirit and celebrate the great produce our British fields have to offer.

Throughout the year, the seasons play a big part in defining the menu at The London EDITION's in house restaurant with fresh and local produce being key to each dish's fla-

avour. Autumn is now upon us and it is no exception. The end of summer marks the opening of the British shooting season meaning even more beautiful produce readily available for us to enjoy.

With this in mind, Phil Carmichael, our Executive Chef, has come together with our Berners team to create our very own feasting menu. Inspired by the feasts of yore, this menu is aimed purely at creating a social, entertaining and interactive dining experience.

However, Berners Tavern are now also taking it a country-mile step further by teaming up with the illustrious Holland & Holland to create the ultimate "Field to Feast" experience, which combines a half day clay-pigeon shoot followed by feast dining in Berners Tavern.

THE FIELD

Founded in 1835 in the heart of London by a Tobacconist and his nephew, Holland & Holland, has over a centuries experience within the shooting and gun making industry.



Today they are one of the most prestigious companies in the shooting world having provided hand crafted products and services to the royal family amongst some of their clients.

Despite only being based in Northwood, 17 miles west of central London, the Holland & Holland shooting grounds provide a rural tranquillity reminiscent of the Brecon Beacons or the Scottish Highlands. This is where the Field to Feast experience begins...

Guests gather at The London EDITION where a dedicated driver will take you (less than an hour's drive) to the Holland & Holland grounds .

In the open air and green fields of the shooting grounds, guests are welcomed with freshly ground coffee in the shooting lodge as a professional instructor outlines the day ahead. During the three-hour clay pigeon shoot, all abilities will

be catered for with expert guidance and valuable tips throughout practice before a competitive element being introduced with scoring sessions on a number of stands.

THE FEAST

Arms heavy and appetites hearty, guests will retire to The London EDITION where, regardless of the final shooting scores, the spoils will go to all as they indulge in the mouth-watering and entertaining Berners Tavern Feast Menu.

With both in restaurant and private dining options available, guests can now sit back and relax as they enjoy three unique sharing courses. The interactive elements including the table side carving of the Buccleuch Estate beef Wellington and lighting of the Flaming Alaska retain the theatre of feasting that has been lost in contemporary fine dining.

And no great feast would be complete without a goblet of wine to

wash it all down. Therefore, guests will also have the added luxury of having our Head Sommelier on hand to guide them through each course with accompanying wines to complement each palate preference.

The team at Berners Tavern feel that feasting is all about the social and engaging aspect of eating fantastic food with friends and family alike. The Field to Feast experience allows guests to feel the elements and embrace the season before delighting in the fantastic food the British countryside has to offer. Happy feasting!

DID YOU KNOW?

The first feast dates back to the 1st century AD, where Emperor Vitellius produced an enormous platter which included pike livers, pheasant and peacock brains, flamingo tongues, lamprey spleens and other luxury ingredients gathered from all corners of his empire.





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Hidden Gems

by Sam Gibb



Fitzrovia is a fabulous mix of worldwide renowned restaurants, large fashion houses and influential art galleries. Yet, it upholds an English local neighbourhood atmosphere with its tiny mews every second turn with heaps of café's and little generation-run establishments. As the area keeps growing and new businesses keep opening doors, staying in the loop can be a challenge. But we got you covered; here is a handpicked list of our local gems, for you to enjoy.

1. DRAFT HOUSE

*43 Goodge Street
London W1T 1TA*

This quaint street corner bar has a great global selection of ever-changing craft beers for you to choose from and the accompanying list of modern bar snack classics are definitely worth a nibble. Also look out for the beer brunch every Saturday.

2. BAO

*31 Windmill Street
London W1T 2JN*

Street food made even easier! (Though not technically street food anymore, due to its permanent residence) BAO specialises in daily handmade filled steamed buns and Taiwanese inspired dishes great for filling a hole at any time.

3. CAHOOTS

*13 Kingly Court
London W1B 5PG*

Frozen in the 1940's, this underground tube carriage-come-speakeasy throws you through time with a delicious selection of cocktails, picnic hampers and an archaic list of live music. Don't forget your ration books!

4. FLIGHT CLUB

*55 New Oxford Street
London WC1A 1BS*

Flight Club is taking London by storm, well... by darts! The joy of stepping up to the oche (pronounced "ockee"), once a forgotten pastime in local London pubs of yore, now has a new face. However this time it's Bullseye meets vintage funfair as "arrows" fly past cocktails and sharing plates, and all hidden below Oxford Street. Whatever your view on darts, it will change... and for the better!

5. PSYCLE

*76 Mortimer Street
London W1W 7SD*

If you're in for a long week, then sometimes there is nothing better than to invigorate the body and pump-up the mind. Psytle does just that; providing spinning, barre and HIIT sessions with professional dancers leading engaging classes to a feel-good soundtrack. Working out has never been so much fun!

6. TAP

*193 Wardour Street
London W1F 8ZF*

Hosting a unique selection of beans, blends, and brownies, TAP is the perfect place for people looking to find their next new favourite coffee yet also just as good to go for a catch up and a cake, (or a brownie, well both are good... actually just get both). P.S. there is no sign so look out for a full-size black bicycle hanging above the door.

7. TAMARIND KITCHEN

*167-169 Wardour Street
London W1F 8WR*

Latest eatery on the Soho block, Taramind Kitchen boasts an innovative sharing selection of Indian style tapas dishes. From traditional South-Indian dishes to authentic street food bites, each designed for social dining that smell and taste as good as they look.

8. PHONICA RECORDS

*51 Poland Street
London W1F 7LZ*

Despite being in situ for the last 14 years, Phonica has managed to stay uncompromised specialising in vinyl records. Classic tracks from the last 30 years along with latest releases form the soundtrack as you peruse the collections. Known for supplying London's most popular DJ's, make sure you keep an eye for the impromptu live sets.

9. PUNCH ROOM

*10 Berners Street
London W1T 3NP*

A hidden gems list would not be complete without mentioning our very own PUNCH ROOM. Our new 30-strong punch menu, 'The Five', invites guests to journey through the twists and traditions of this eclectic British tipple; a fantastic way to start, spend or end an evening. For those seeking a truly English afternoon, you definitely don't want to miss out on our afternoon tea spin-off; Scandal Water. The menu entails tea pairings with our signature Punches and a selection of sweet and savoury canapés.

A Close Shave

Ted's Grooming

All over the globe, male grooming standards are now as important as they have ever been and for men in London, this is no different. Ted (as in the Ted from Ted Baker, Ted) has provided us with an alternative to the hairdresser we once thought the norm.

"So, what can I do for you today?" We've all heard it before; the unavoidable question which has so much promise and yet if not immediately followed by "the usual?" can lead to yet another bad haircut. So with barbershops (the hairdressers, not the four-piece) cropping up on every corner, how do we choose the right one? Well fear not, fortunately for us, Ted is on hand to offer an alternative.

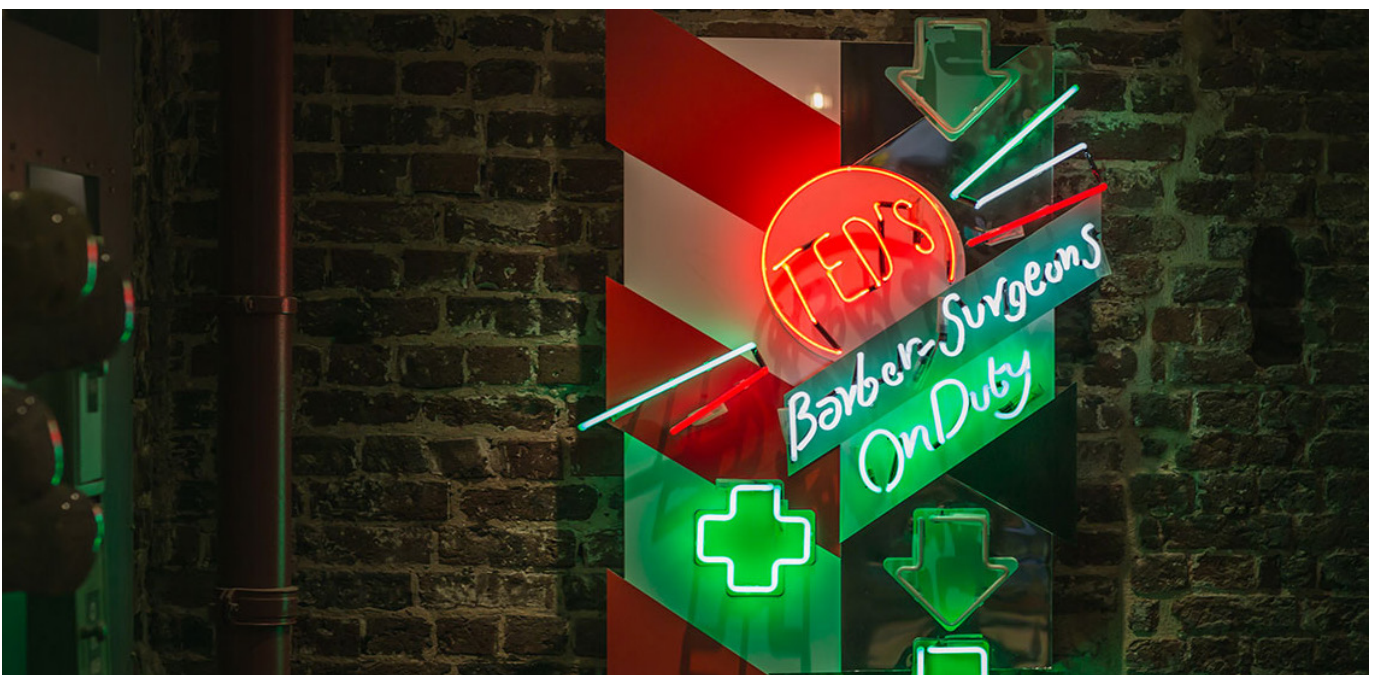
Taking inspiration from the prestigious history of barbering right back to the Turkish Efes and the Ottoman Empire, Ted's Grooming Room offers a selection of bespoke grooming treatments to sooth the stressful inner-city souls by combining traditional techniques with the latest products to generate the ultimate gentleman's luxury grooming haven. And the best part is, they've set up shop right here in Fitzrovia.

First impressions are a mixture of excitement and curiosity. The décor pays homage to those whom have not only trimmed but cut and bled before them. Cast body parts and teeth moulds keep alive the medical traditions of Mortimer Street whilst the accompanying neon signage and lit barber's poles remind you

that you are a far cry from Sweeney Todd's shack (and no pie shop next door either... phew!).

Ted's Grooming Room also features the By Appointment Only lounge allowing groups to have a private grooming session. Situated below ground and furnished by Looking Glass Cocktail Club it is the ideal location for gentlemen seeking a smooth social shave with a few luxury extras. So whether it's a short back n' sides, a beard trim or a man bob, Ted's Grooming Room has all the desired assets to take care of your bespoke barnet in style allowing those bad hair (and beard) days to become a distant memory.

For more information please visit www.tedsgroomingroom.com/



Bulbs & Blossoms

Grace & Thorn

Erma Bombeck once said, “never go to a doctor whose office plants have died,” as she commented on how the upkeep of one’s plants bares significant reflection on the owners themselves.

Take a glance around your office, the center pieces in restaurants or the lobby desk at hotels; it is likely that you will be able to spot a variety of beautiful bouquets of flowers, wild dense plants, or the hypnotizing scent of that lavender hiding in the corner. But where lies the secret heroes whom keep these flowers alive?

Whilst inspiring to look at, it is easier said than done to create your own horticultural landscape at home. The jungle of tulips and palm trees you transformed your home with following last year’s trips to Amsterdam

and Majorca have subsequently faded into a hazy memory now personified by a graveyard of wilted skeletons. You’re not alone, it happens to us all.

So how does one keep a plant alive? Worry not; you need not be born a gifted plant whisperer. You just simply need to attend the Grace & Thorn workshop ‘How Not to Kill Your Plant’. Grace & Thorn has successfully transformed perception of traditional florist by connecting their designs with the world of art and fashion. A single session at Grace & Thorn will equip you with in-depth knowledge on plant re-potting and house placement, alongside personalized education on the health benefits of different plants.

In the run up to Christmas, Grace & Thorn also offers the ‘Christmas

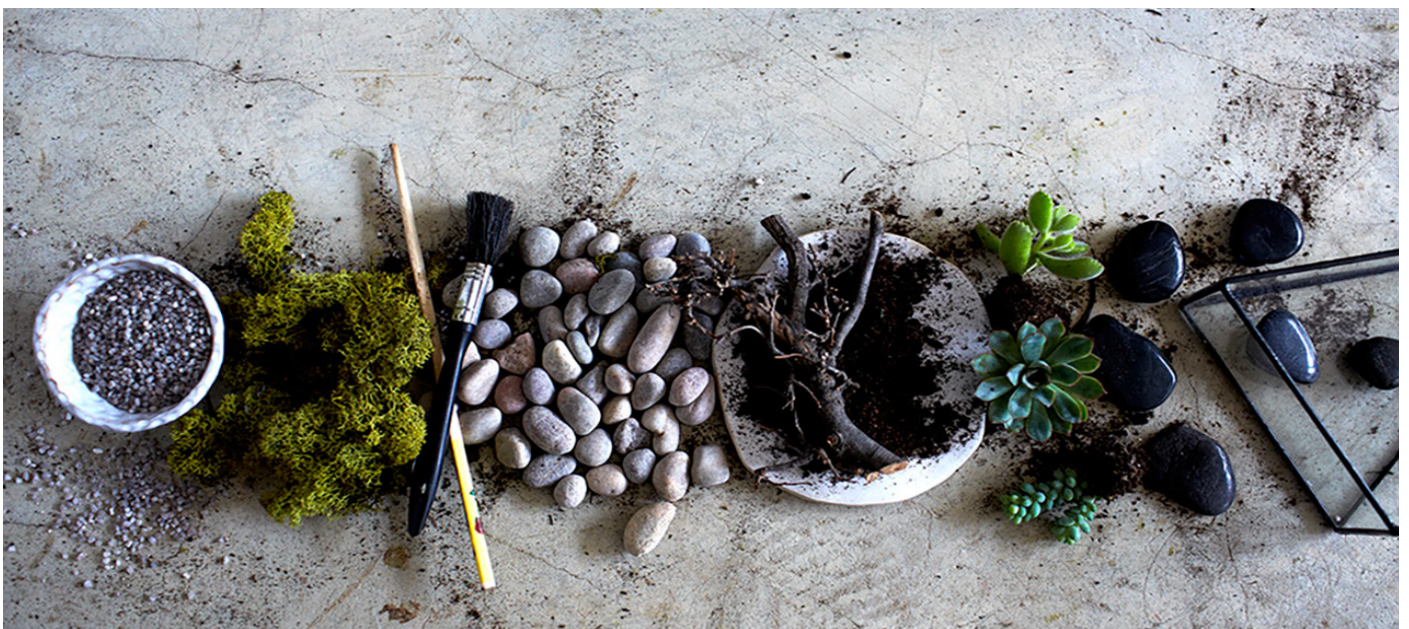
Swag Workshop’ learn how to make your very own Christmas swag using a variety of foliage, berries and other festive bits.

And best of all, do it whilst sipping Prosecco and swaying to Christmas tunes. Go on, be the hero of the family this Christmas.

For more information go to: <https://graceandthorn.com>

DID YOU KNOW?

In 17th Century, tulip bulbs were more valuable than gold in Holland.



Time for Tea

Scandal Water

We love talking about Punch Room. And why shouldn't we? Not only has it been nominated as one of the top four bars by Tales of the Cocktails (basically the Oscars of the bar world) for the last three years. But we can also add being named Best Bar in London by Timeout.

So when we decided to launch our own afternoon tea, Scandal Water, it is easy to say, the excitement was insurmountable.

"Scandal Water" was the 19th Century slang for tea and became the thing to do amongst the upper echelons of London Society, for whom

work was unthinkable and consequently boredom was a very real issue. The empty hours of the afternoon, between the memory of lunch and the anticipation of dinner, became the perfect time to revive the spirits with a cup of afternoon tea and engage in the real focus of the afternoon – a solid couple of hours of salacious gossip!

In celebration of this tradition, Henrietta Lovell, founder of the acclaimed Rare Tea Co. and Phil Carmichael, Chef de Cuisine at Berners Tavern, have created five carefully chosen pairings – Five teas and five food pairings, each designed to perfectly complement one another. For those wishing to add a little extra low-key

scandal to the afternoon, each pairing is complemented by a custom created punch from each of the respective teas, just to loosen tongues a little and to give you the opportunity to be the most scandalous version of yourself...

Scandal Water is served in the reservations only Punch Room, every Friday through Sunday with seatings between 3PM and 4PM at £35 per person for the choice of three pairings.

DID YOU KNOW?

Go ahead and try Davide's Special Brew. We can't tell you much, or what's even in it, but it's good.



LONDON
MIAMI BEACH
NEW YORK
SANYA, CHINA
BANGKOK
2018

ABU DHABI
2018

SHANGHAI, CHINA
2018

BARCELONA
2018

TIMES SQUARE, NEW YORK
2018

WEST HOLLYWOOD
2018

BODRUM, TURKEY
2018

WUHAN, CHINA
2019

REYKJAVIK, ICELAND
2019

