

TRAVEL AND HOSPITALITY

Rosewood London emphasizes its butler service

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The Rosewood London butler service can be hired for special occasions. Image credit: Rosewood London

By STAFF REPORTS

So what makes a Rosewood butler different from any other?

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That is what Rosewood London, the hotel chain's outpost in the British capital, sets out to explain in a push backed by social media.

"The Rosewood London butler is unlike any other," the company says. "They are intuitive, refined and have exceptional attention to detail, ensuring that guests enjoy a truly personalized stay from the moment they enquire."

Butler did it

Like most luxury hotels, butlers in Rosewood are there to anticipate and meet the needs of guests, pampering to an extent that memories are formed of the experience.

The Ritz-Carlton's butlers, for example, do all of the above. But there is also the bath butler who can be summoned to draw the bath, mix the oils and get the mood ready for the guest to relax. Ditto Rosewood London.



A Rosewood London butler getting the bath ready. Image credit: Rosewood London

Available to guests staying in a suite or a house in London, Rosewood's butler becomes a temporary event planner as well.

The Rosewood personal butler service in London offers personal WhatsApp communication, social itinerary

planning, transport organization, celebration planning, packing and un-packing to the guest's personal preferences, and pressing and laundering.



Rosewood London personalized butlers services. Image credit: Rosewood London

Rosewood London is also targeting the market for special occasions such as birthdays, anniversaries, graduation or special engagements.

The service now has rolled out a special email for its butler team london.butlers@rosewoodhotels.com to help plan for these events.

Of course, the butler really did do it, per Rosewood London's verbatim accounting of a guest experience and how it was handled:



Rosewood London: The Butler and the nanny. Image credit: Rosewood London

The butler and the nanny

Once upon a time, a little girl left her best friend Bunny behind after a magical stay at Rosewood London.

The butler found Bunny upon departure and knew that that she would be missing the little girl, so he decided to cheer Bunny up with a discovery of the hotel.

Bunny spent the morning with the concierge team, discovering the best places to visit in London, followed by a spot of reading in the lobby.

In the afternoon, she hopped along to The Pie Room and learnt how to make delicious pies, before indulging in the Art Afternoon Tea in the Mirror Room.

After all those treats, Bunny spent the evening in Sense, A Rosewood Spa, enjoying a relaxing massage followed by a bedtime story the perfect remedy for a good night's sleep.

The following morning, Bunny was delighted to discover he was able to go home to the little girl.

Bunny hopped straight out of bed, checked out and took a chauffeur-driven car to the airport to board a plane back to Mexico, where she would finally be reunited her best friend.

Rosewood Limited Edition: London: A special one-off excursion