

TRAVEL AND HOSPITALITY

## ‘Rosewood London X’ campaign launches anniversary celebration

October 11, 2023



*"Rosewood London X" taps partners such as Frieze Art Fair for a series of celebratory activations, the weeklong festivities ending Oct. 15. Image courtesy of Rosewood Hotels & Resorts*

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By LUXURY DAILY NEWS SERVICE

Having opened its doors a decade ago in October 2013, hospitality group Rosewood Hotels & Resorts is now commemorating 10 years with a series of collaborative events.

A new campaign, titled "Rosewood London X," sees the location partnering with fashion designers, art world players, restaurants and more. From luxury labels such as Scottish whiskey maker The Macallan and British jeweler Garrard to institutions including Frieze Art Fair, Rosewood London will continue standing up a string of celebratory activations, the weeklong festivities ending this Sunday, Oct. 15.

"We are honored to be celebrating this moment, it has been an incredible journey for Rosewood London so far," said Michael Bonsor, managing director at [Rosewood London](#), in a statement.

"We look forward to bringing our communities together for a week of activations led by true visionaries in their field," Mr. Bonsor said. "We will continue creating a hub for people to come together for many more years to come, after all, it's the people that make the place."

### Milestone moment

Rosewood London is kicking off anniversary programming this month, first hosting a takeover of one of the hotel's dining spaces alongside British designer Anya Hindmarch.

The talent has applied her iconic eye motif across The Pie Room at Holborn Dining Room, stamping everything from the windows to pie packaging, additionally creating a limited-edition "Pie with Eyes" key ring, now available for purchase.



*For the anniversary, the British fashion designer has created a limited-edition "Pie with Eyes" key ring, now available for purchase. Image courtesy of Rosewood Hotels & Resorts*

The designer will offer more merchandise in a lobby pop-up at Rosewood London. Live from Oct. 13-14, the brand's Labelled Collection and a personalization station equipped to emboss leather pieces seal the deal.

Multiple other dining concepts within Rosewood London are also seeing refreshes.

With the help of NYC native Imogen Kwok, Rosewood London's Mirror Room will undergo a similar transformation. An elevated experience and curated menu from the culinary mind, complemented by Ruinart, will start on Oct. 10.

The hotel's renowned Scarfes Bar plans to uplift the 10-year anniversary with 402 limited-edition Editions Decadence single malts from local whiskey maker The Lakes Distillery.

*The "Rosewood London X" campaign kicks off an anniversary celebration this month*

Bottled individually and numbered for the occasion, each unit will go for 250 euros, accessible via Rosewood London's site. The special editions can also be picked up in person at the bar starting Oct. 10.

Prior to launch, Scarfes Bar auctioned "N.10," a bottle signed by English cartoonist and illustrator Gerald Scarfe, donating all proceeds from the online sale to Equal Measures, an organization dedicated to supporting underrepresented and marginalized people in the drinks industry.

Promoting a peer's new whiskey release, Rosewood London x The Macallan places a limited-time pop-up art installation inspired by the Scottish countryside within the hotel's courtyard and terrace from Oct. 11 on.



*Launched this month, Rosewood London infuses The Macallan's latest Amber Meadow whiskey launch into a limited-time cocktail menu. Image courtesy of Rosewood Hotels & Resorts*

The company's spirits also center a guided tasting experience taking place on-site at Holborn Dining Room, available to book on selected evenings from Rosewood London's website.

Rounding out food options, a three-night vendor affair from Michelin-starred Hong Kong-based restaurant CHAAT comprised of street food and homemade Indian classics runs from Oct. 10-12.

Last but not least, as a part of "Rosewood London X," the hotel's parent company has become an official sponsor of the Frieze Art Fair 2023, sharing a city with the event from Oct. 11-15, joining luxury names like British menswear label Dunhill in aligning with the prominent art program this year ([see story](#)).



*The hotel has become an official sponsor of the Frieze Art Fair 2023, sharing a city with the event from Oct. 11-15. Image courtesy of Rosewood Hotels & Resorts*

Garrard will carry the celebration through the end of the year, pushing the anniversary forward by decorating Rosewood London's Christmas tree, lobby and Mirror Room for the holiday season using an updated version of its 20-year-old Wings Collection and introducing an Art Afternoon Tea for the season.

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