

TRAVEL AND HOSPITALITY

Emblems Collection property from Accor debuts in London

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*The new brand focuses on local luxurious inspirations. Image credit: Accor*

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

French hotel giant **Accor** is expanding its luxury portfolio.

This month, the company announced the opening of Lucknam Park Hotel & Spa, the first property under the new Emblems Collection label. Situated in the British Cotswolds, the getaway focuses on local English traditions through a suite of culinary, regenerative and cultural offerings across 42 guest rooms and nine cottages.

"Emblems Collection is built around the essence of understated, quiet luxury where true elegance lies in a timeless sense of exclusivity and intimacy," said Maud Bailly, CEO of Sofitel Legend, Sofitel, MGallery and Emblems Collection, in a statement.

"We carefully select iconic properties and destinations that allow our guests to reconnect with themselves, far from the noise of everyday life. In a fast-paced world, we value privacy and tranquillity, offering sanctuaries where luxury isn't loud, but deeply felt," Ms. Bailly said. "Each Emblems Collection hotel embodies authenticity, grace, and soul because it's not just beauty that defines a place; it's the soul that makes it unforgettable.

"It's the soul that makes Emblems."

Luxury locales

The new retreat rests upon 500 acres of picturesque British countryside, just a few miles from the city of Bath, England.

At each Emblems Collection hotel, the staff will select a single "Emblematic Ingredient" to weave throughout the guest experience; at Lucknam Park Hotel & Spa, the element is the Wiltshire apple.

The ingredient is present in a special Travel Cake, crafted in collaboration with acclaimed Korean chef Yun Eunyong, alongside artisanal menus, immersive workshops and other on-site amenities.



Lucknam Park is a historic, multi-generational English farmstead. Image credit: Accor

Inside the estate, guests will find two eateries. The first is a Michelin-starred establishment helmed by head chef Hywel Jones, while the other, the Walled Garden Restaurant, slots into the property's greater wellness offerings.

Walled Garden Restaurant houses a dining room, an award-winning wellness spa, an equestrian center and large outdoor gardens.

Emblems Collection will soon expand its footprint around the world, establishing four new properties in 2026. Three will debut across Italy, in Serranothe, Tuscany and Perugia, while the other is set to hit the slopes in the Canadian Rockies.

In the coming years, the brand will also launch a mountain retreat in Greece, as well as an Alpine lodge in the Italian Dolomites. A slate of 15 additional projects across all continents is in the works as well, with Accor planning to open 60 Emblems Collection locations over the next 10 years.

Other luxury travel figures are also expanding their operations, with LVMH-owned hospitality group Belmond recently introducing a three-night train trip from Paris to the Amalfi Coast, a first-of-its-kind expedition ([see story](#)).