

# Jumeirah opens Grosvenor House Apartments on Park Lane in London

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Jumeirah Group, the global luxury hotel company, has opened its new concept in luxury living on Park Lane in London.

The Grosvenor House Apartments

(<http://www.jumeirah.com/en/Jumeirah-Living/Destinations/London1/Grosvenor-House-Apartments/>) by Jumeirah Living are now open to residents following a complete redesign on a contemporary British theme. The iconic exterior of the Lutyens building in the heart of Mayfair has been preserved.

Jumeirah was chosen by the owners, Park Lane Properties, to manage the Mayfair apartments (<http://www.jumeirah.com/en/Jumeirah-Living/Destinations/London1/Grosvenor-House-Apartments/>) and the new 'hotel residences' combine Jumeirah's 5 star service with the privacy and amenities of a luxury home.

There are 133 apartments, many with views over Hyde Park and the rooftops of Mayfair, which surround a striking seven-story vaulted Atrium, now open to residents for casual dining.

Residences range from a Studio to the stunning five-bedroom Penthouse. There are four spacious penthouses in total, which each include an Aston Martin Rapide and a personal Butler.

The luxury apartments in London

(<http://www.jumeirah.com/en/Jumeirah-Living/Destinations/London1/Grosvenor-House-Apartments/About-Us/>) are available for stays of seven nights to one year and have 24 hour access to Jumeirah's in-residence concierge service catering to residents' every need. Services also include a daily maid service, at-home business solutions with access to an executive boardroom, an on-site gym, 24-hour in-residence dining and Spa Illuminata at-home treatments.

Gerald Lawless, Executive Chairman of Jumeirah Group said: "We are very pleased that Jumeirah has been chosen by Park Lane Properties Limited to manage the Grosvenor House Apartments by Jumeirah Living.

"The Grosvenor House Apartments are the landmark for luxury living in London. These exclusive hotel residences combine the peerless service of a Jumeirah luxury hotel with privacy of an exclusive Mayfair residence. We are confident that Grosvenor House Apartments by Jumeirah Living will attract travellers from around the world in search of the finest address, the best views and the last word in luxury service."

About Jumeirah Living:

Jumeirah Living, the Group's luxury brand of serviced residences, offers truly personalised services for effortless living. Whether for short, mid-term or extended stays, Jumeirah Living residences feature cutting-edge technology, sumptuous finishes and contemporary design to provide guests and residents with the exceptional, world-class luxury service for which Jumeirah is renowned, in a home away from home. The current portfolio includes Jumeirah Living World Trade Centre in Dubai, as well as the aforementioned London luxury apartments

(<http://www.jumeirah.com/en/Jumeirah-Living/Destinations/London1/Grosvenor-House-Apartments/Location/>) on

Park Lane. Jumeirah Living residences will also be integrated into future mixed-use Jumeirah developments.

About Jumeirah Group:

Jumeirah Group, the Dubai-based luxury hospitality company and a member of Dubai Holding, operates a world-class portfolio of hotels and resorts. Jumeirah Hotels & Resorts includes Jumeirah at Etihad Towers in Abu Dhabi; Burj Al Arab, Jumeirah Beach Hotel, Jumeirah Emirates Towers, Jumeirah Zabeel Saray and Madinat Jumeirah in Dubai; Jumeirah Dhevanafushi and Jumeirah Vittaveli in the Maldives; Jumeirah Himalayas Hotel in Shanghai; Jumeirah Frankfurt in Germany; Jumeirah Grand Hotel via Veneto in Rome; Jumeirah Port Soller Hotel & Spa in Mallorca, Spain; Pera Palace Hotel Jumeirah in Istanbul; Jumeirah Carlton Tower and Jumeirah Lowndes Hotel in London and Jumeirah Essex House in New York. Jumeirah Group also runs the luxury serviced residences brand Jumeirah Living; the spa brand Talise; Jumeirah Restaurants; Wild Wadi Waterpark; The Emirates Academy of Hospitality Management; and Sirius, its global loyalty programme.

As part of Jumeirah's ambitious expansion plans, Jumeirah has opened nine new hotels in the beginning 2011 in Abu Dhabi, Dubai, Shanghai, Frankfurt, Rome, Istanbul, London and two in the Maldives. A further four properties in Mallorca, Dubai, Kuwait and Baku are expected to open in 2012.

[www.jumeirah.com](http://www.jumeirah.com)

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