

Jumeirah Living unveils new resident programme

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Grosvenor House Apartments by Jumeirah Living is unveiling an exclusive new experiential concept for the residents of its luxury accommodation on Park Lane in London.

Each month residents of the luxury apartments in London (<http://www.jumeirah.com/en/Jumeirah-Living/Destinations/London1/Grosvenor-House-Apartments/>) will be introduced to another aspect of luxury London lifestyle, from private evenings with esteemed personalities, master-classes with leaders in their field, and previews in the world of fashion, music and the arts, to exclusive readings by of-the-moment authors.

The 'At Home' Residents' Programme launches with a cocktail reception in one of Grosvenor House Apartments' stunning Penthouses. Residents will be able to enjoy canapés created by award-winning chef Adam Byatt, followed by a private viewing of artist designer Mark Humphrey's first solo show 'Art in Life', hosted by the artist himself at the prestigious Osborne Samuel Gallery.

Over the coming months, there will be opportunities to learn about 'Investing in Diamonds and Rare Gemstones' from internationally renowned jeweller Robert Procop (whose collections include the collaborative 'Style of Jolie' line designed with Angelina Jolie), and enjoy varied masterclasses. In one of the stunning Penthouses, Chef Adam Byatt - a regular on BBC's 'Saturday Kitchen' and award-winning chef-proprietor of the Clapham restaurants Trinity and Bistro Union - will give a cookery demonstration and tutorial. Residents will also be treated to performance previews and talks from the stars at St James Theatre, the first newly built theatre complex in central London for 30 years.

Combining the services of a five-star hotel with the discretion, comfort and security of a private Mayfair residence, Grosvenor House Apartments is the first exclusive 'hotel residence' to be opened in London. Since opening in spring 2012, the 'hotel residences' have distinguished themselves by offering an unrivalled and highly personalised service.

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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 Grosvenor House Apartments by Jumeirah Living in London; 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 Creekside Hotel, Jumeirah Emirates Towers,

Jumeirah Zabeel Saray and Madinat Jumeirah in Dubai; Pera Palace hotel in Istanbul (<http://www.jumeirah.com/en/Hotels-and-Resorts/Destinations/Istanbul/Pera-Palace-Hotel-Jumeirah-Istanbul/>), Jumeirah Dhevanafushi and Jumeirah Vittaveli in the Maldives; Jumeirah Himalayas Hotel in Shanghai; Jumeirah Frankfurt hotel (<http://www.jumeirah.com/en/Hotels-and-Resorts/Destinations/Frankfurt/Jumeirah-Frankfurt/>); Jumeirah Grand Hotel via Veneto in Rome; as well as Jumeirah Carlton Tower and Jumeirah Lowndes Hotel in London. 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.

PR Contact:

Shula Pannick

The Communication Group

19 Buckingham Gate

London

SW1E 6LB

020 7630 1411