

THE WESTBURY MAYFAIR X LONDON CRAFT WEEK - FUTURISTIC ENGINEERING MEETS BESPOKE CRAFTSMANSHIP

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The Westbury Mayfair Hotel, a Luxury Collection Hotel, London celebrates London Craft Week from May 8th – 12th 2019, with the unveiling of two iconic Vespa designs.

The new futuristic Vespa Elettrica will appear in sharp signature silver with ice-blue highlights, hailing from its London dealership, BMG Scooters, to stand alongside their Vespa GTS300, dressed to impress in a bespoke leather outfit, handmade stitch by stitch exclusively by Bottega Conticelli for this Vespa.

The partnership creates a dynamic juxtaposition between futuristic technology and bespoke craftsmanship, resounding with the ethos of exclusivity of the hotel, its affiliation with bespoke tailoring and its awareness about sustainability in an urban environment.

The two icons of design will be at The Westbury Mayfair in the main lobby for the duration of London Craft Week, and at the private inauguration on May 9th in the St. George's Penthouse Suite on the 7th floor – one of the 63 suites in the hotel.

On May 8th, Francesco Conticelli and his father Stefano, founder of the leather crafts studio in Umbria, will be in situ, creating the Leather Vespa working the hide to fit the silhouette of the GTS300, one piece at a time.

NOTES TO EDITORS:

The Westbury Mayfair has a long and established pedigree as the first American-owned five-star hotel in London. The very first Westbury was opened in 1927 in New York City by the polo-playing Phipps family, and later in 1955 The Westbury London was opened, becoming the first luxury American hotel in London and one of the finest hotels in Mayfair. Now it is part of the Marriott International group and an esteemed member of The Luxury Collection hotels. In 1999, Cola Holdings acquired The Westbury Mayfair and set in motion some radical changes, which are still in full swing for 2019 and 2020. Since the day it opened, it instantly became a hub of interest, and a go-to for its international clientele, who have been coming back to the hotel for two or three family generations, enjoying the home they have grown to know over the years. Its location is renowned for being in the heart of fashion, finance and foreign relations, and it attracts numerous celebrities and heads of state, all of which form part of the rich heritage of the building.

www.westburymayfair.com

BMG Scooters London: marks its 20th anniversary with the presentation of the Vespa Elettrica and the GTS300 by Bottega Conticelli. As the UK's largest Piaggio dealership, they have worked for 20 years alongside these icons of Italian design. Awarded Best European Vespa Dealer, today BMG still leads the

charge embracing both modern technology in their ranges, as well as nurturing the craft of custom-design, restoration and renovation of pre-loved 2-wheel treasures. www.bmgscooters.com

Product details: Vespa GTS300 £4.999|Vespa Elettrica £4.999

Bottega Conticelli Umbria: From the green land of Umbria, Stefano Conticelli mixes work with pleasure, diffusing an extraordinarily modern concept into everyday life. His hands still count for every cut, stitch and drawing, creating a collective notion of bespoke in every piece his workshop creates. Stefano Conticelli “photographs” beauty with his eyes, and creates an object for us to understand, with his hands. www.bottegaconticelli.it

Product details: Vespa GTS300 in custom leather £12.000 /€14.000

London Craft Week: This year marks the 4th annual event showcasing exceptional craftsmanship through a journey-of-discovery programme featuring hidden workshops and unknown makers alongside celebrated masters, famous studios, galleries, shops and luxury brands. The dates: 8th-12th May 2019.

www.londoncraftweek.com

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