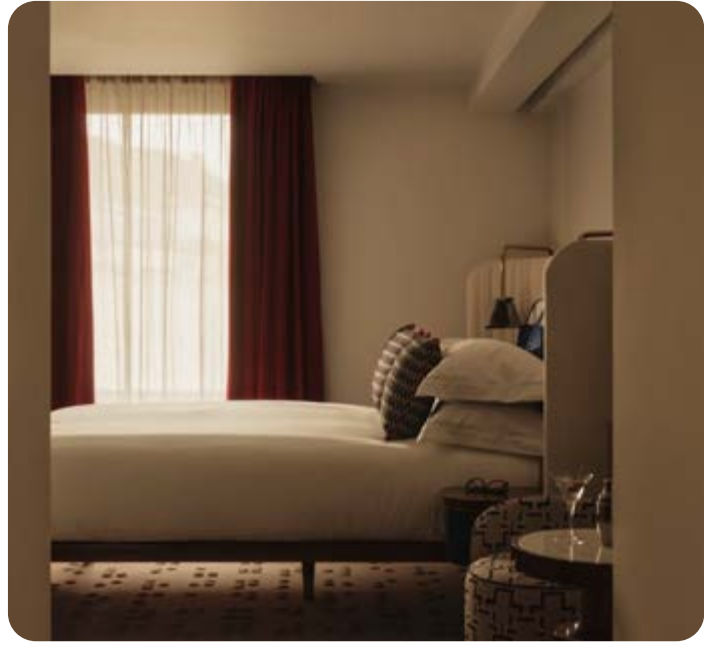


The Shepherd

MAYFAIR



Location

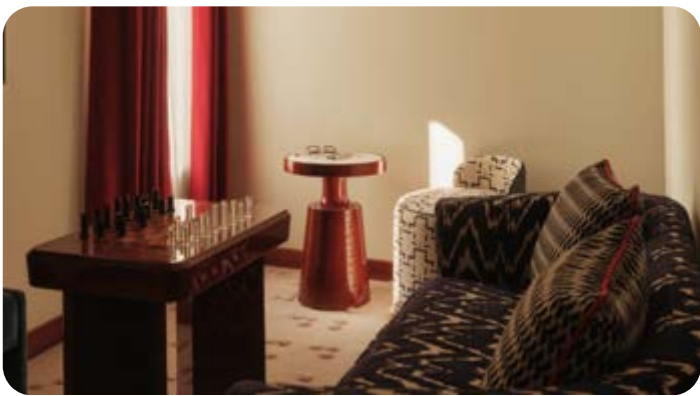
- Located in Shepherd Market, Mayfair, London
- Historic 18th-century enclave with village-like character
- Close to Green Park, Bond Street, galleries, boutiques, and restaurants
- Well connected to Heathrow and London City Airport



A new standard of hospitality, shaped by
thoughtful craft and quiet luxury located in the heart of Mayfair

Design and Concept

- Storytelling-led design rooted in local history
- References to figures such as Desmond Sautter, Lord Sandwich, and Tiddy Doll
- Inspired by London arcades with a discreet entrance walkway
- Blend of heritage character and contemporary design



Fayre

- Ground-floor modern brasserie (75 covers)
- Seasonal, all-day dining
- Interiors: dark timber, berry tones, banquette seating
- Artwork by Adam Ellis inspired by historic fairs



Teddy's



- Lower ground floor, late-night venue (72 covers)
- Inspired by 1960s Mayfair drinking culture
- Features commissioned murals reflecting Mayfair's social diversity

