
LONDON · SALES PRESENTATION

The Shepherd MAYFAIR

Quiet luxury at the gateway to Shepherd Market, an intimate Mayfair address designed to feel less like a traditional hotel and more like a private London residence.

82 rooms and suites

A MAYFAIR STORY

A new boutique address in the heart of Mayfair.

Located at the gateway to historic Shepherd Market, The Shepherd Mayfair draws on the charm and discreet, residential character of its surroundings.

The result is a design-led stay with a warm, intimate feel offering a more personal alternative to Mayfair's grand hotels, deeply connected to one of its most storied corners.





LOCATION

The best of Mayfair, within a short walk.

Green Park 5 min walk
Hyde Park Corner 8 min walk
Bond Street 12 min walk
Piccadilly Circus 18 min walk

Surrounded by luxury retail,
members clubs, blue-chip galleries
and some of London's best-known
cocktails bars and restaurants.

S The Shepherd Mayfair

1 The City

2 The West End

3 Canary Wharf

4 Mayfair

5 Westminster

6 Green Park

7 Buckingham Palace

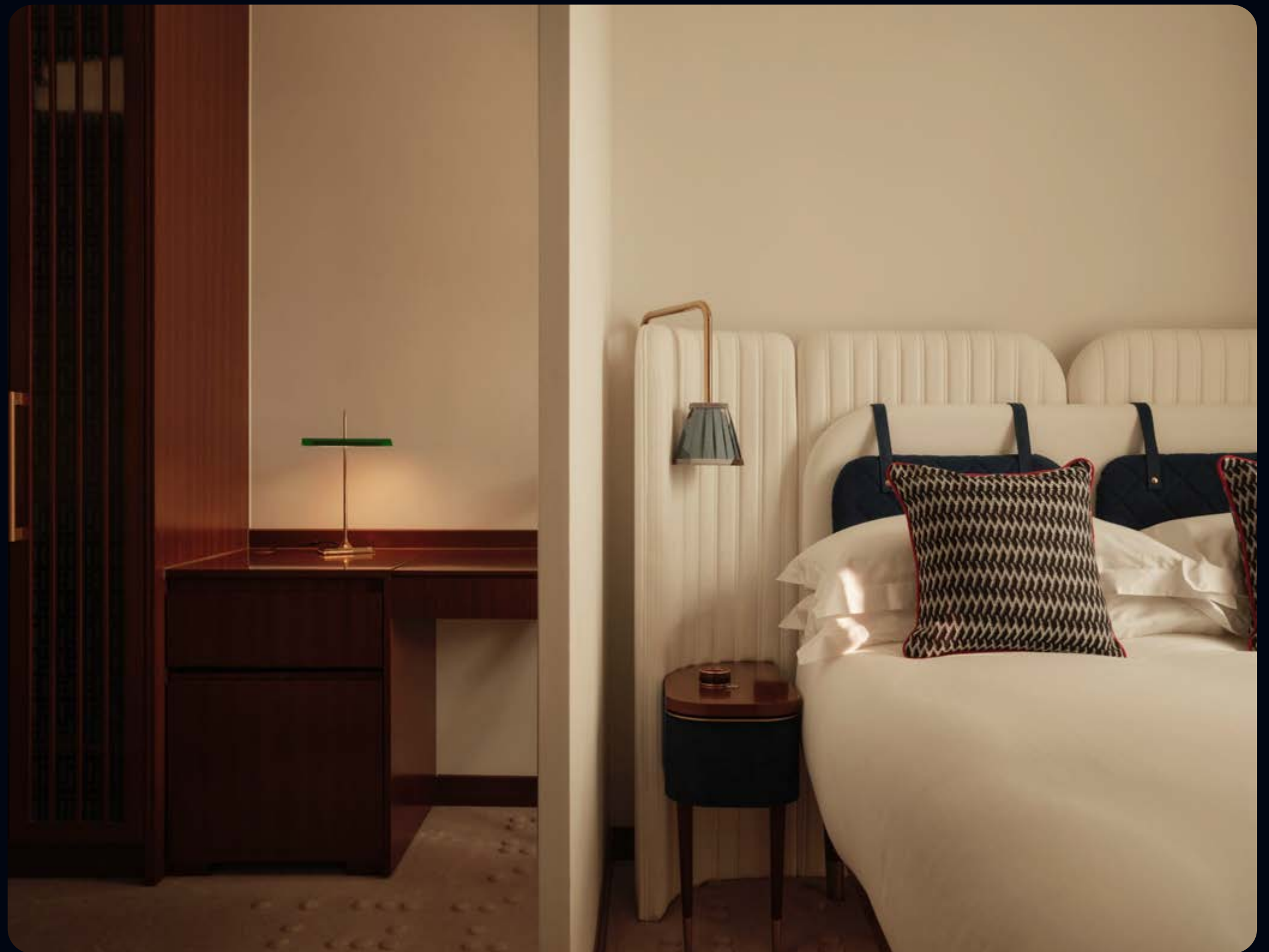
8 Hyde Park

9 St James's Park

ROOMS & SUITES

Residential in feel. Quietly luxurious in tone.

Warm palettes, tailored detailing and understated design shape every room category, creating rooms that feel closer to a private Mayfair residence than a traditional hotel stay.





82 rooms and suites across five categories.

CATEGORY	KEYS	SIZE
Standard Queen Room	17	16 sqm
Superior King Room	37	17 sqm
Deluxe King Room	16	23 sqm
The Shepherd’s Suite	7	30 sqm
The Mayfair Suite	5	36 sqm

2 Accessible rooms

4 Connecting rooms



ENTRY CATEGORIES

Standard Queen & Superior King

Designed for city stays, both categories balance compact Mayfair footprints with strong residential detailing.

Standard Queen
16 sqm · Queen bed
shower · desk

Superior King
17 sqm · King bed
shower · desk



BEST-SELLING ROOM TYPE

Deluxe King Room

23 sqm

King bed

Shower and desk

Most rooms include a chessboard

For many guests this becomes the ideal balance: noticeably more space while maintaining the intimate residential character of the hotel



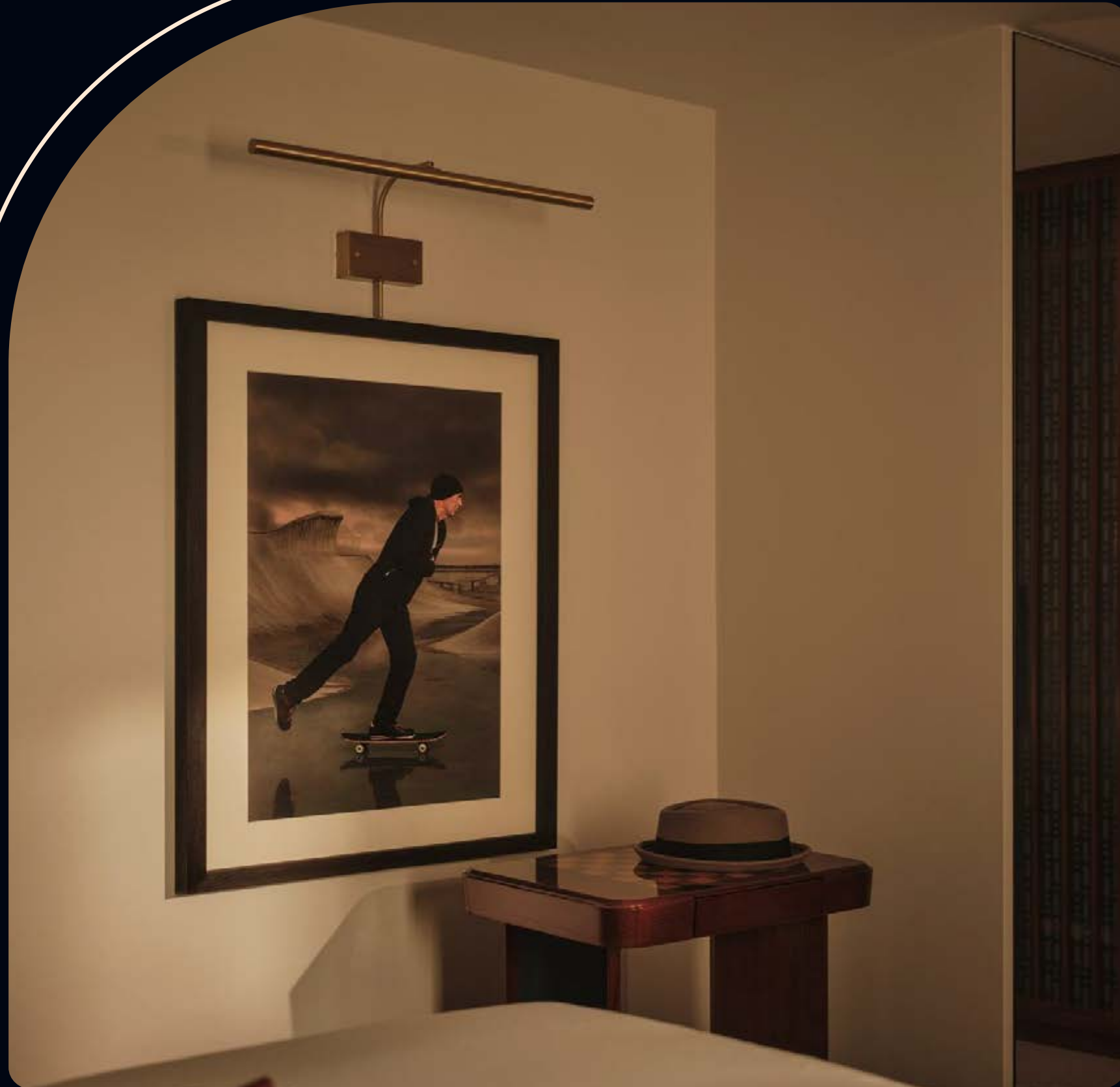


SUITE CATEGORY

The Shepherd's Suites

30 sqm
King bed
Sofa
Desk
Chessboard
Most with walk-in wardrobe

A comfortable step-up for longer stays and returning London travellers who value additional space.



SIGNATURE SUITE

The Mayfair Suites

35 sqm

King bed

Bath and shower

Sofa

Desk

Most with walk-in wardrobe

Our strongest suite proposition for high-value leisure stays and advisor-led upgrades.



DINING & SOCIAL SPACES

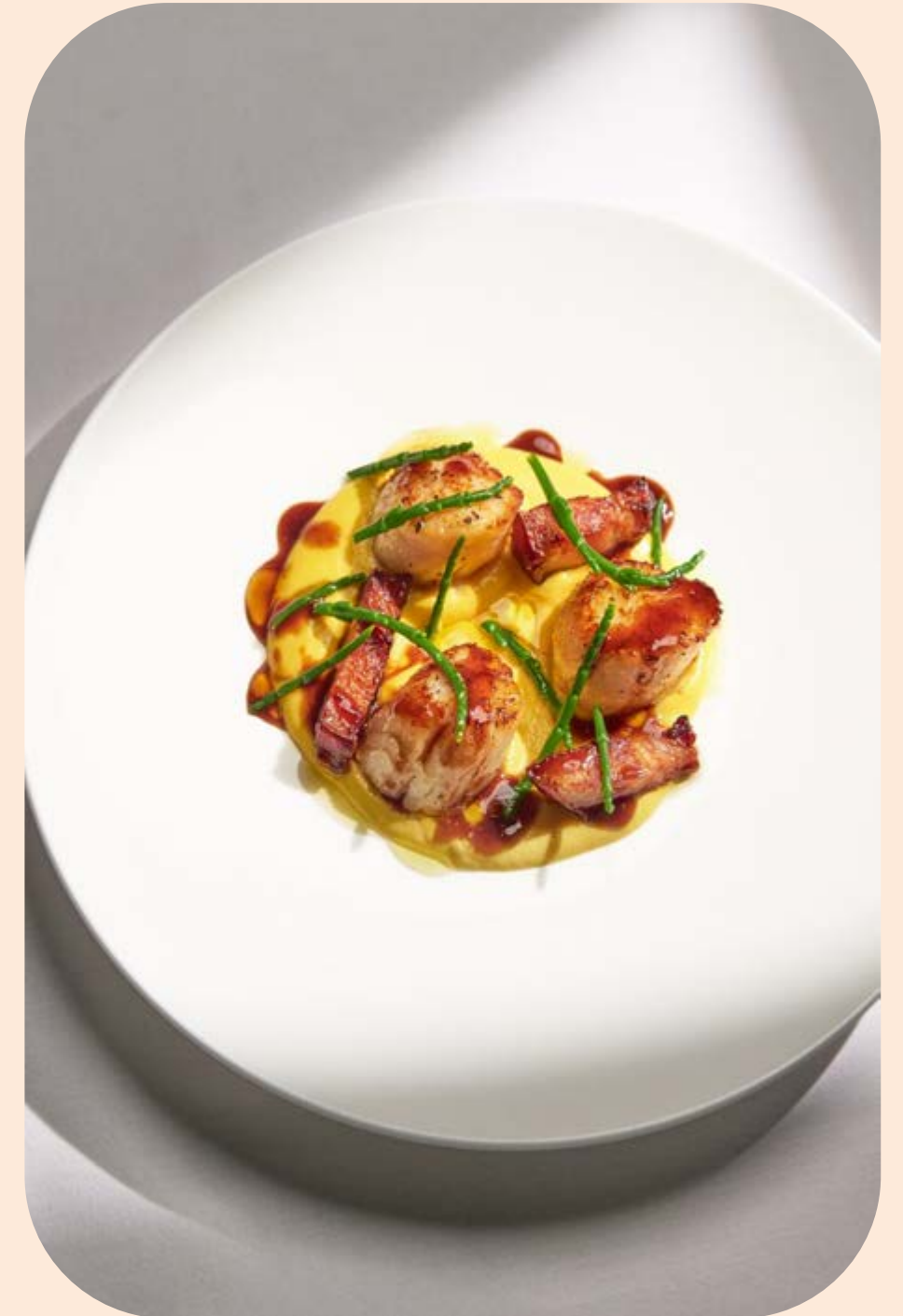
Fayre

A hotel made for conversation.

Three Spaces, One Story.

The Shepherd Mayfair brings together three distinct experiences.

Fayre, a neighbourhood restaurant inspired by Shepherd Market's heritage, offering seasonal British cuisine in a warm, welcoming setting.



DINING & SOCIAL SPACES

A relaxed café-style space offering all-day dining, morning coffee and casual gatherings in a welcoming neighbourhood setting.

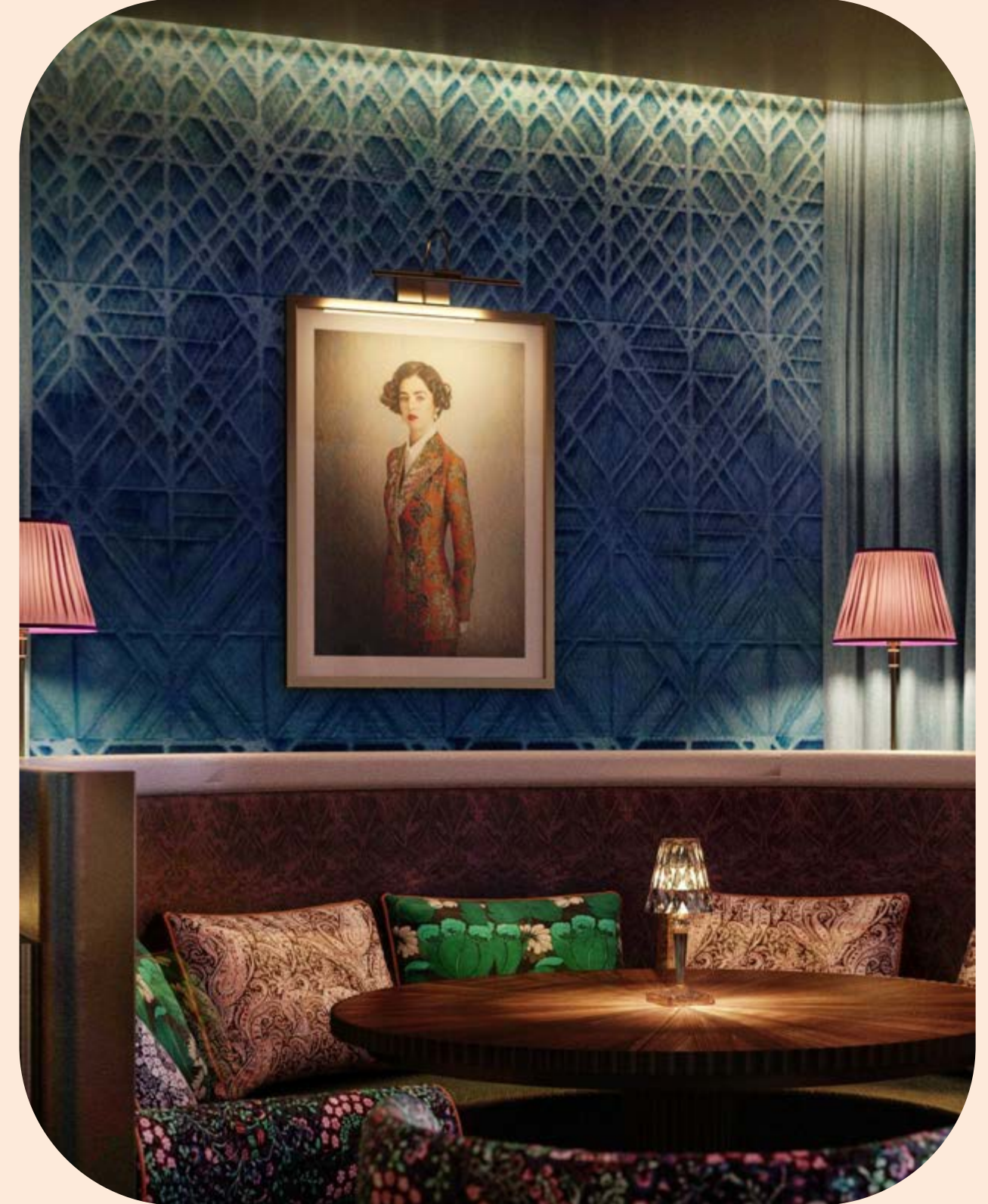
The Lounge



DINING & SOCIAL SPACES

A hidden late-night cocktail bar at The Shepherd Mayfair, offering an intimate and atmospheric setting for expertly crafted drinks and relaxed evening moments

Teddy's



Positioned between
classic grand hotels
and residential luxury.



Intimate scale

82 rooms and suites

Prime location

Walkable to the addresses clients
already know and request

Residential mood

A quieter alternative to larger
Mayfair icons

Advisor partnerships welcomed, with added-value benefits available for key luxury consortia and preferred agency partners.

The Shepherd

MAYFAIR

CONTACT



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