



The Cavendish

London

JERMYN STREET, THE GEM OF ST JAMES'S

Renowned for its exclusive array of gentlemen's tailors and shirt makers, Jermyn Street possesses a rich history dating back to 1664, when King Charles II granted Henry Jermyn, Earl of St Albans, 45 acres of land and permission to develop a residential neighbourhood.

In those early days, Jermyn Street was more residential than commercial, as its proximity to the royal court drew in members of the aristocracy, with many taking up residence as a result. When the street's first retail shop opened its doors in 1707, its quality wares attracted an equally impressive clientele, and a flurry of high quality craftsmen and merchants soon followed.

In turn, the founding of numerous gentlemen's clubs in nearby St James's brought a loyal male following, and in the years that succeeded, the street firmly established its reputation as London's premier gentlemen's grooming ground. This social trend influenced Jermyn Street's development and trade over the years, explaining the past and present prevalence of barbers, tobacconists, tailors and wine merchants. Some of its most famous inhabitants have included Sir Isaac Newton, who lived at No. 87, Sir Walter Scott and Rosa Lewis, who owned The Cavendish from 1902.

Later in the 1960s, Jermyn Street became a celebrity hangout with Johnny Gold's Tramp nightclub being at the heart of the glitz and glamour.

Today Jermyn Street is no longer an exclusive male address, as it offers quality purveyors, from Flemish and Dutch old master paintings at the Weiss Gallery, to handmade shirts for men and women at Emma Willis and Thomas Pink. Fine cheese can be bought and tasted at Paxton & Whitfield, while antique globes and early scientific instruments are the speciality of Trevor Philip and Sons.

As the centre of Britain's shirt-making industry, Jermyn Street is home to some of the UK's finest, with an outstanding array of quality names such as Charles Tyrwhitt, Haines & Bonner, Hilditch & Key, T.M. Lewin, and Turnbull Asser. Perfectly tailored suits can be found at Dunhill or Daks.

Some of the world's most luxurious foods can be purchased in the plush surrounds of Fortnum & Mason. Established in 1707, Fortnum & Mason's display of culinary treats, world famous teas, and handmade chocolates have become a true British institution.

Close to Jermyn Street are the neon lights of Piccadilly Circus, while for art lovers, The Royal Academy of Arts is a short walk away. Modern art can be found in the White Cube Art Gallery, which is located directly behind The Cavendish Hotel.

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For further information or photography, please contact:

Alison Hull at Luxe PR on 020 7288 0800 or email alison@luxep.com

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