

# news release

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## **MANDARIN ORIENTAL HYDE PARK, LONDON UNVEILS NEW DINING CONCEPT: THE AUBREY**

**Hong Kong, 28 January 2022** -- [Mandarin Oriental Hyde Park, London](#) has completed its latest renovation programme and unveiled a new dining concept, [The Aubrey London](#). The Aubrey London, which replaces Bar Boulud, is described as ‘an eccentric Izakaya’ with two distinctive bar experiences and accompanying Japanese cuisine. This is a partnership with Maximal Concepts, the award-winning international restaurant group with its roots in Hong Kong.

Drinks lie at the heart of the izakaya, with signature and seasonal cocktails created by Bar Director, Pietro Rizzo. With a focus on sake, varieties come from emerging breweries as well as rare and unusual releases for those more familiar with Japan’s national drink, such as Masumi - a sparkling Sake - and Sohomare. The space features the city’s first omakase cocktail bar, where guests can enjoy expert creations and an extensive collection of rare spirits, craft by the expert bar staff for a personal experience, so often a feature in Japanese restaurants.

The food menu draws on the classical techniques of edomae sushi, tempura and robata, and the overall experience is an interpretation of the philosophy of a traditional izakaya. Guests can enjoy small dishes designed for sharing in the relaxed and convivial atmosphere, served to the soundtrack of Japanese trap music, capturing the energy of a night out in Ginza. *Japanese Oysters* and *The Aubrey’s own-label Caviar* start the menu, along with interesting bar snacks such as *Charcoal Chicken Karaage with yuzu mayo* or *Crab Korokke with tonyu béchamel and kani miso*.

The design is exceptional, the walls are layered with art inspired by the Japonisme movement, perfectly set within the warm hues of gold, green, plum and pink that embellish the space. A labyrinth of velvet, marble, and wood set the scene for two bars, intimate corners, and rooms to be discovered - a home-away-from-home. Plush spaces glowing with ambient lights include a library, the salon and curio lounge, each designed to suit a variety of entertainment occasions with music and cocktails continuing until late.

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Art is a key element of the design and pays respect to the timeless elegance and expression of the Japonisme movement, and in particular, the 19<sup>th</sup> century British artist and illustrator, Aubrey Beardsley, whose name inspired the venue.

“Malcolm, Xuan and I look forward to bringing The Aubrey to London with our Mandarin Oriental partners. Japan is so rich in culture and food. We wanted to try to capture the eccentricity and genius behind so many of our favourite experiences. We feel the Izakaya has so many parallels with the English pub. The Aubrey is our interpretation. We hope you treat it as an extension of your home and let us host you with incredible food, abundant drinks and even better company.” said Matt Reid, co-founder of Maximal Concepts.

Torsten van Dullemen, General Manager and Area Vice President, Operations at Mandarin Oriental Hyde Park, London added “We are excited to be further enhancing our range of culinary offerings at Mandarin Oriental Hyde Park, London, by partnering with Maximal Concepts to introduce The Aubrey to London, which we are sure will become one of the city’s most imaginative and innovative hospitality destinations. My colleagues and I are committed to delivering bespoke culinary delights and service excellence, and very much look forward to welcoming our fans to this latest addition to the Knightsbridge neighbourhood.”

To enjoy The Aubrey London, and everything else the hotel has to offer, guests can book the [Luxury Breaks](#) room package, with rates starting from GBP 845 per room per night. For further information, visit [mandarinoriental.com/london](http://mandarinoriental.com/london).

### **About Maximal Concepts**

Maximal Concepts is an international restaurant group based in Hong Kong, helmed by Malcolm Wood, Xuan Mu and Matt Reid. Since 2012, the group has been responsible for opening award-winning F&B concepts in Hong Kong and beyond, including Mott 32, John Anthony, Sip Song, Limewood and many more. The group most recently partnered with Mandarin Oriental Hotel Group to open The Aubrey in February 2021 on the 25<sup>th</sup> floor of Mandarin Oriental, Hong Kong

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### **About Mandarin Oriental Hyde Park, London**

Sitting between glorious Royal Parkland and the buzz of central Knightsbridge, Mandarin Oriental Hyde Park, London is re-imagined and re-invented, offering the essence of timeless heritage coupled with contemporary flair and impeccable service. As part of the most-extensive multi-million-pound restoration in the hotel's history, internationally-renowned designer Joyce Wang, oversaw the new design of all the rooms, suites and public areas, inspired by the natural beauty of neighbouring Hyde Park and the glamour of the 20th century Golden Age of travel. The stunning re-imagining of The Spa at Mandarin Oriental, London along with the hotel's destination restaurants and Mandarin Bar, were directed by esteemed New York designer Adam D Tihany.

### **About Mandarin Oriental Hotel Group**

Mandarin Oriental Hotel Group is the award-winning owner and operator of some of the world's most luxurious hotels, resorts and residences. Having grown from its Asian roots into a global brand, the Group now operates 36 hotels and seven residences in 24 countries and territories, with each property reflecting the Group's oriental heritage and unique sense of place. Mandarin Oriental has a strong pipeline of hotels and residences under development, and is a member of the Jardine Matheson Group.

Further information is available on our Social Media channels and website: [www.mandarinoriental.com](http://www.mandarinoriental.com) , including the [Photo Library](#) and [Media Centre](#). Alternatively, please contact:

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