INSIDER'S GUIDE · MAYFAIR · ST JAMES'S · KNIGHTSBRIDGE

London, *without the waiting list.*

London is our home city. Its best rooms are private, its hardest tables open on a clock and its club names change fast. This guide covers how to arrive, where to stay, the tables worth planning for, the nights, the members' clubs and the season.

THE INSIDER'S GUIDE

London

MAYFAIR · ST JAMES'S · KNIGHTSBRIDGE

ARRANGED BY PLATINUM

OUR PICK · ON REQUEST

OUR PICK · WALK-IN

MEMBERS & THEIR GUESTS

Every address is marked: what we arrange, and what you simply walk into.

BEFORE YOU BOOK

London works differently.

The best rooms are private

Annabel's, 5 Hertford Street, Oswald's and Tramp are members' clubs. Entry depends on a member, so plan it before you fly.

Tables open on a clock

The hardest restaurants release tables on a fixed day and hour. Ask the day you land and they are already gone.

Names change fast

Several Mayfair clubs have changed names in recent years. Most online lists are out of date.

Thursday is the night

Most West End clubs open on Thursday, tables are easier to secure and the crowd is more relaxed.

ARRIVAL

Arrive privately.

ARRANGED BY PLATINUM

Farnborough

Business aviation only, built for long-range jets. About an hour by car to Mayfair.

Biggin Hill

The closest jet airport to central London.

London City

The fastest way in for the City and Canary Wharf.

London Heliport · Battersea

The capital's only licensed heliport, a short hop from Farnborough or Biggin Hill.

Chauffeur

At the aircraft steps, on call for the whole stay.

> INSIDER TIP
>
> The heliport keeps daytime hours. Land late in the evening and the last leg goes by car, so time the jet with the helicopter.

WHERE YOU STAY

Your suite, ready.

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Claridge's · Mayfair

Art Deco on Brook Street.

The Connaught · Mayfair

Quiet Carlos Place, with Hélène Darroze inside.

The Ritz · Piccadilly

The Palm Court tea. Jacket and tie for gentlemen.

The Lanesborough · Mandarin Oriental Hyde Park

Regency style and butler service, or the edge of Hyde Park.

The Dorchester · Park Lane

Hyde Park views and Alain Ducasse.

The Savoy · Strand

Thames views and the American Bar.

The Berkeley · Knightsbridge

Steps from Harrods and Sloane Street.

The Chancery Rosewood · Raffles at The OWO · The Peninsula

The new grand addresses: Grosvenor Square, Whitehall and Belgravia.

> INSIDER TIP
>
> Choose the hotel by where you dine. Nights in Mayfair mean a Mayfair hotel: every table and club is five minutes away.

FINE DINING

The great tables.

ARRANGED BY PLATINUM

Alain Ducasse at The Dorchester

Mayfair, contemporary French.

Core by Clare Smyth

Notting Hill, modern British.

Restaurant Gordon Ramsay

Chelsea.

Hélène Darroze at The Connaught

Mayfair, French.

The Ledbury

Notting Hill, Brett Graham.

Sketch, The Lecture Room & Library

Mayfair, Pierre Gagnaire.

HARD TO GET

The hardest tables.

ARRANGED BY PLATINUM

The Devonshire · Soho

A pub downstairs and the most wanted grill in Soho upstairs. Tables drop weekly, a few weeks ahead.

The Dover · Mayfair

Prime slots go within minutes of release.

Gymkhana · Mayfair

The celebrated Indian. The set lunch is the easiest way in.

Carbone · Grosvenor Square

The New York red-sauce legend.

The River Café · Hammersmith

The Thames-side Italian London has queued for since the eighties.

Scott's · Mount Street

Seafood, the terrace and the regulars.

> INSIDER TIP
>
> The release time matters more than the day you ask. We plan the hard tables before the flight is booked.

PARTY DINING

Dinner becomes the party.

ARRANGED BY PLATINUM

Bagatelle · Dover Street

The Saint-Tropez formula: champagne parades, DJs, dancing by the tables.

Sexy Fish · Berkeley Square

The most spectacular room in Mayfair.

Amazónico · Novikov

Berkeley Square and Berkeley Street, with late bars downstairs.

Park Chinois

Old-school glamour, then cabaret and dancing at Club Chinois.

Lío London

Cabaret at dinner, a club at the weekend.

Sumosan Twiga · Gaia

Italian-Japanese, then DJs; Greek, from Monte Carlo and Dubai.

> INSIDER TIP
>
> Book 9.30pm or later. The show and the energy start after 10.

LATE NIGHT

Every night.

ARRANGED BY PLATINUM

London's club names and opening nights change often: we check them for your dates.

Tape · Hanover Square

Hip hop, R&B and afrobeats, with an after-party next door at the weekend.

Cirque le Soir

Performers all night.

Maddox Club

Dinner upstairs, house music downstairs, and a late licence.

Scotch of St James

Where Hendrix played.

The Box · Soho

Cabaret first, deliberately provocative.

Reign · Dear Darling · Selene

The show club, the polished room on Jermyn Street, and the late one in Fitzrovia.

> INSIDER TIP
>
> Most Mayfair clubs close before 4am. Book the after-hours table together with the first one, not on the pavement.

PRIVATE ROOMS

Members only.

MEMBERS & THEIR GUESTS

Annabel's · Berkeley Square

Five floors, from lunch to the basement club.

Oswald's · Albemarle Street

The wine club. No social media at all.

Raffles · King's Road

Chelsea's late-licence club.

5 Hertford Street & Loulou's

Shepherd Market. Jackets for men.

Tramp · Jermyn Street

The Jermyn Street legend, restored.

The Arts Club · Dover Street

Art, dining and a club downstairs.

> INSIDER TIP
>
> Entry depends on a member, never on a ticket. Tell us your dates and we tell you honestly what is possible.

SHOPPING & THE CITY

Mayfair, by appointment.

ARRANGED BY PLATINUM

New & Old Bond Street · Mount Street

Every flagship within a five-minute walk, and Mayfair's quieter boutique street.

Harrods & Sloane Street

Personal shopping by appointment, with the chauffeur waiting.

Savile Row & Jermyn Street

Bespoke tailoring, shirts, shoes and cigars.

Helicopter over London

From Battersea, along the Thames, the City and Westminster.

A private boat on the Thames

Westminster to Tower Bridge, at sunset.

Afternoon tea at The Ritz

In the Palm Court. Jacket and tie.

> INSIDER TIP
>
> A Savile Row bespoke suit takes several fittings over weeks. Start it on your first trip and collect it on the next.

THE SEASON

The weeks that fill London.

ARRANGED BY PLATINUM

Exact dates change every year: contact us for this year's dates.

Football · August to May

Premier League hospitality at Arsenal, Chelsea, Tottenham and every London club. Kick-off times move for television.

May · RHS Chelsea Flower Show

Members' days first, then public days.

June · Royal Ascot

Five days of racing, with a strict dress code.

Late June to July · Wimbledon

Debentures give the best seats and private lounges.

Mid-November to New Year · Christmas in London

Mayfair lights, Harrods and the festive teas.

> INSIDER TIP
>
> For Ascot and Wimbledon, the hotel goes first: Mayfair suites for June are requested months ahead.

NO BOOKING · NO DRESS CODE

Laid-back London.

OUR PICK · WALK-IN

Dishoom

The bacon naan roll.

Beigel Bake · Brick Lane

Salt beef bagels, open around the clock.

Borough Market

London's oldest food market. Go on a weekday morning.

Padella · Borough Market

Fresh pasta, no reservations, the queue is a ritual.

Bar Italia · Soho

Frith Street espresso since 1949.

Columbia Road · Portobello Road

The Sunday flower market and Notting Hill's Saturday antiques.

Platinum Agency Group is an independent concierge, not affiliated with the hotels, restaurants, clubs or events named in this guide. “Arranged by Platinum”: access we arrange directly. “Our picks”: recommendations, with reservations on request and subject to availability. Venues, opening periods and event dates change: contact us for current details before you travel.

Questions

Can you get me into Annabel's or 5 Hertford Street?

These are members' clubs: entry depends on a member, never on a ticket. Tell us your dates and we will tell you honestly what is possible.

Which London airport is best for a private jet?

Farnborough for long-range jets, about an hour to Mayfair; Biggin Hill is the closest jet airport; London City for the City. A helicopter to Battersea shortens the last leg in daytime.

How do you book London's hardest restaurants?

Most release tables at a fixed day and hour, weeks ahead. We plan them before your flight is booked.

Which night is best for London clubs?

Thursday: most West End clubs open, tables are easier to secure and the crowd is more relaxed. Friday and Saturday are the busiest.