



The Goring

The glamour of St Moritz comes to The Goring this winter



(July 2015) Jeremy Goring, the fourth member of his family to run The Goring, recently unearthed two wonderfully period shots of his great-grandfather and grandfather on the slopes of St Moritz complete with plus fours, ties and woolly jumpers and, in the case of great-grandfather, plenty of snow (see above).

These two vintage photos inspired Jeremy, a keen skier himself, to bring their favourite skiing spot, St Moritz, to the family's hotel this winter. Within days, one of London's top stylists had been commissioned to transform The Goring's popular terrace, overlooking the large private garden, into a glamorous alpine Winter Terrace.

Opening in November, The Goring's Winter Terrace will bring old-school glamour with a contemporary twist to the only hotel in London that is still owned and run by the family that built it. Nothing has been left to chance, from the warming cocktails and decadent fondue, to sheepskin rugs and, most importantly, heating! Think Cresta Run excitement, waiters fetchingly clad in vintage ski jumpers, wooden sled tables, screens of antique skis, twinkling lanterns and thick cashmere rugs keeping everyone cosy late into the night.

With the perfumed scent of pine in the air and the sound of Ella Fitzgerald and Frank

Sinatra softly playing from a gramophone, The Goring's Winter Terrace is the place to see and be seen this winter. Open from November this year to February 2016 this stylish spot is the perfect place for a cocktail or two during London's chilly months – and a fitting homage to the founder of The Goring and his son - and their plus fours.

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NOTES TO EDITORS

The Goring was opened by Otto Goring in 1910. It is now the only five star luxury hotel in London that is owned and run by the family that built it. Jeremy Goring is the fourth Goring to run The Goring since his great-grandfather opened it. Deep in the heart of Belgravia, just behind Buckingham Palace, The Goring is within strolling distance of the Royal Parks and the best shops, theatres and galleries in town.

The Goring has just completed a top-to-toe renovation, just in time for its 105th birthday on 2 March 2015. Contemporary design and innovation now combine seamlessly with the charm and elegance of British heritage.

Above all, The Goring reflects one family's passion for quality – whose members have prided themselves on providing comfort, good food and drink and faultless, individual service, for over a hundred years. In January 2013 The Goring was granted a Royal Warrant of appointment to HM The Queen for Hospitality Services. The Goring is a member of Relais & Châteaux.

**Pictured O.G and O.R Goring*