



The Goring



Style and heritage: Asprey at The Goring

(London, October 2015): One of the great pleasures of staying in a true luxury hotel is the moment of discovery in the bathroom of those little bottles filled with delicious bubbles and gloriously aromatic scents. Today's sophisticated travellers have high expectations and look for the best in all aspects of their 5-star hotel experience, right through to the smallest detail.

With this in mind, The Goring has turned to fellow Royal Warrant holder, Asprey, to ensure that every moment at The Goring is delightful. From this month, guests checking into the family-owned Belgravia hotel will find the elegant Asprey Purple Water collection in their bathrooms.

Jeremy Goring, CEO of his family's hotel, says:

"Purple Water was created as a distillation of the rich and creative past of Asprey. We are really thrilled to be working with Asprey and I am sure all our guests will love Purple Water and want to take it home with them."

Between them, Asprey and The Goring, founded in 1781 and 1910 respectively, have 340 years' experience of looking after sophisticated clients.

Holding a Royal Warrant and dating back to 1781, Asprey is one of the world's first and most revered luxury goods houses. Steeped in heritage but with an eye to the future, Asprey is synonymous with British luxury and refinement.

The Goring is the only 5* hotel in London that is still owned and run by the family that built it. For 105 years, the Goring family has given their guests comfort, good food and the best, impeccably English, service.

Purple Water, in its elegant soft touch bottles with silver caps, has a fresh citrus fragrance with gentle spicy undertones which appeals to both masculine and feminine tastes.

- *Ends* -

NOTES TO EDITORS

Purple Water at The Goring - All guestrooms will feature soap, shampoo and conditioner, bath & shower gel, body lotion from the Purple Water range, as well as accompanying shower cap, sewing kit, shoe mitt, vanity kit and nail kit. The suites will all feature the above, in slightly larger sizes, plus added extras such as bath salts, facial cleanser, eye gel, lip balm and pillow mist.

The Goring was opened by Otto Goring in 1910. In its second century, 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 hotel. 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.

Above all, The Goring reflects one family's passion for quality – whose members have prided themselves on providing comfort, good food and drink and the best impeccable English 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. In September 2015 The Dining Room at The Goring was awarded its first Michelin star.

Asprey was founded in 1781 and developed over generations into a purveyor of British luxury goods and fine jewellery. This grand tradition of offering the best in craftsmanship, quality, and design continues today at the Asprey workshops and around the globe as timeless treasures are created for the exclusive Asprey clientele.

Asprey is renowned for fine jewellery, timepieces, leather goods, silver, china, crystal, rare books and its unrivalled bespoke service.

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