

## LONDON'S ONLY FAMILY-OWNED AND RUN LUXURY HOTEL UNVEILS A MAGICAL DRESSING UP BOX



A magical dressing up box has arrived at The Goring - the only 5\* luxury hotel in London that is still owned and run by the family that built it.

For almost 107 years the Belgravia hotel in has been welcoming children through its impeccable doors, so it knows a thing or two about keeping families happy. Smaller guests will be particularly happy this autumn when they come to stay and discover **The Goring's Dressing Up Box** - brimming with costumes and accessories for 3-9-year olds to dive into whilst they are in residence.

As you would expect from London's impeccably English hotel, the dressing up box is about all things English. From fairytale princesses to Harry Potter, Beefeaters to royalty, a British Bobby to a Guardsman, The Goring is bringing the best of British dressing up to V I Little Ps. Its young guests can even dress up as Bar-baa-raa the sheep, the resident famous cuddly sheep. With a range of colourful costumes and something fun for everyone, the dressing up box unlocks the imaginations of younger guests.

Jeremy Goring, The Goring's CEO says:

*"From the moment a three-year-old puts their feet into a pair of grown up shoes and shoves a huge crown on their head, they are stepping into a magical world of pretend."*

*Experts would probably say they are improving their communication skills – but we know it's simply about having fun."*

And fun is what The Goring's new Dressing Up Box is all about.

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**Notes to editors:**

The Goring was opened by Otto Goring in 1910. It is now the only five-star 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. In 2015, The Goring completed a top-to-toe renovation, 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.