



The PureLuxe City Guide to London

A city that needs no introduction, yet beckons to be explored anew with every visit. One of the world's most dynamic metropolises, it effortlessly blends history and modernity — where ancient cobblestone streets wind their way past futuristic skyscrapers, beautifully melding with centuries-old traditions. Whether you are a first-time traveller or it's your annual holiday favourite, our city guide promises to be your key to unlocking the heart and soul of this captivating capital.

London's Most Unmissable Attractions

Spanning historic landmarks, timeless favourites, and hidden gems, a PureLuxe Member is guaranteed to have the experience of a lifetime when in this vibrant metropolis.



The Tower of London & Crown Jewels

Unlock the secrets of past centuries as you explore the Tower of London, home to the Crown Jewels and centuries of royal history.

PureLuxe Insider Exclusive - A behind-the-scenes viewing of the Crown Jewels, Before or After the public hours, or special access to the Ceremony of The Keys



The Churchill War Room Museum

Discover the rooms where the decisions were made that shaped the world. Preserved exactly as it was in 1945, you can walk in the footsteps of Churchill Himself.

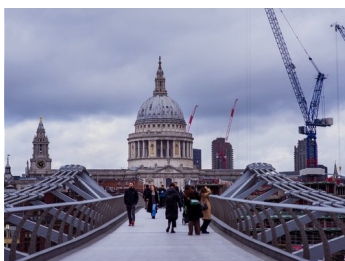
PureLuxe Insider Exclusive - Get behind the Scenes Access and Tours of all things exclusive



Buckingham Palace

The official residence of the Royal family, Buckingham Palace is among the most opulent palaces in the world. The daily Changing of the Guards is and Guards themselves are arguably as famous as the Palace itself.

PureLuxe Insider Exclusive - Get an insider access tour of the Palace, with access usually reserved only for visiting heads of state.



St Paul's Cathedral

Dominating the skyline of London is the dome of this magnificent 17th-century cathedral. Inside is one of the glories of the city, a sumptuous work of Baroque architecture.

The London Eye

Soar above the city's iconic skyline and admire a 360° bird's eye view of the city as you rise gently to almost 450ft to give you an unforgettable experience on the world's tallest cantilevered observation wheel.

PureLuxe Insider Exclusive - Fast Track Access and Private Pod Reservations

Big Ben

Towering over the Houses of Parliament, Big Ben is the heartbeat of London, and its chimes have resounded in every corner of the city for over 150 years. Each one of the clock faces is made up of 312 pieces of opal glass. Learn about the intricate workings of the clock and so much more. No visit to London is complete without seeing this iconic marvel.

Art And Museums

All PureLuxe Art Tours are guided by experienced art historians, and can be customised to include multiple venues.



The British Museum

One of the world's great museums of human civilisation and culture. This huge collection traces mankind's lives through the objects they have made and left behind.



The Tate Collection

London has a reputation as home of some of the world's finest art galleries. Spread over two separate galleries, the Tate Collection covers the full spectrum of British and Modern art.



Victoria and Albert Museum

The world's leading museum of art and design. Fashion, jewellery, furniture, sculpture, theatre, glass and chinaware, some of the most beautiful objects ever made are on display here.



The National Gallery

Home to a collection of over 2,300 paintings dating from the mid-13th century to 1900, The National Gallery is one of Britain's Most Important Art Landmarks.



The Natural History Museum

One of the largest Natural History Museums in the world, with amazing exhibits such as Hope—a 25-metre blue whale plunging down from the ceiling, a rock as old as the solar system and one of the UK's most complete dinosaurs.



Science Museum

Explore the Science Museum, a playground for curious minds. Enjoy interactive exhibits, iconic objects like Stephenson's Rocket and the world's oldest clock mechanism, the largest medical galleries, and a collection spanning science history. It's also the first London museum with a kids' gallery and the UK's biggest IMAX cinema.

Family Activities and Tours

London offers a vast variety of activities for all ages. Our Concierge can plan the perfect day for your family, no matter what their interests are.



Harry Potter Studios and Filming Locations

It is time to return to school...you have been admitted to Hogwarts! Go behind the scenes of Harry Potter movies and discover many things the camera never showed, costumes, props, animatronics and technology. You get to step right into the magic behind the scenes. Wander through Hogwarts, savour a frothy butterbeer, and be spellbound by the craftsmanship that brought J.K. Rowling's world to reality. It's pure wizardry!



Thames River Rib Boat

Experience the River Thames 21st-century style. This super-fast London speed boat trip is the ultimate exhilarating experience on the water. See every major sight from the majesty of Parliament to the strength of the Thames Barrier all whilst on board one of the fastest and most exciting speedboats in the capital.



Cycling Tours

Whether talking about Kings, Queens and Princesses; palaces, parks & parliament, or battles and their heroes & villains, our knowledgeable guide will entertain you with the most poignant, fascinating and often downright absurd London stories, while our comfortable bikes and smooth route make cycling between sites fun and undemanding.



Horse riding in Hyde Park

Ride across the fascinating Hyde Park, situated in the heart of London. Enjoy a private horse riding session along picturesque trails of Rotten Row, under lush trees, and by the serene Serpentine Lake which has been the most famous equestrian venue in England for 300 years. Whether you're a seasoned rider or a novice, the park offers a serene escape from the city's hustle and bustle. It's a majestic London adventure on horseback.

Extraordinary Experiences

Looking to take your London trip to the next level? Let our concierge plan a special day for you with heaps of extraordinary experiences.



Tracks for Days

Britain boasts some of the best racetracks in the world. Experience the thrill of driving a supercar down one of Britain's world-renowned racetracks with expert coaching.



Record a Song at the Abbey Road Studio

The Beatles, Pink Floyd, Lady Gaga, Amy Winehouse and You. Record a song at the world's most iconic recording studio because it's possible.



Experience London From Above

What's Higher than the London Eye? Why of course, a Helicopter. Fly high over the capital, taking in sights such as the Tower of London, Thames and Palaces.



Vintage War Plane Flight

Take a trial flying lesson in a classic, two-seater, open-cockpit aircraft and, on this flight, you get the chance to take the controls!



A Day at the Royal Sandringham Estate

Fly to Norfolk by private helicopter for a spectacular day. Sandringham is The Queen's beloved country retreat and has been the private home for four generations of British monarchs since 1862. Access is usually not open to the public, but can be arranged with her Majesty's permission.

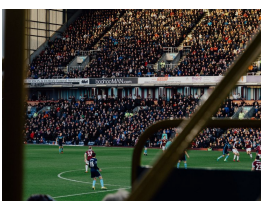


Behind The Scenes Tours

From the Palaces to Museums and landmarks such as HMS Belfast, we give you the chance to step behind the barriers with unprecedented access.

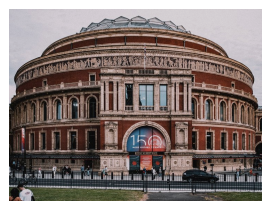
Sports, Tickets and Events

From The Premier League to Award Winning Broadway Productions, Fashion Weeks and Exhibitions, Our concierge can get you anywhere. For Detailed Recommendations on events during your stay please contact our concierge. Some Tickets may carry additional sourcing fees. Ticketing services are only available to members with active PureLuxe Reservations in London.



Sporting Events

Wimbledon, Premier League, FA Cup or Formula 1. Our Concierge can get you into UK's best sporting events. Want to go a step further and meet the stars? Leave it to us.



Concerts, Plays and Musicals

The Royal Albert Hall, O2 Arena, Wembley and More. From front row seats to Behind the Scene Access, let our concierge get you the hottest tickets in town.



Film, Fashion and Art

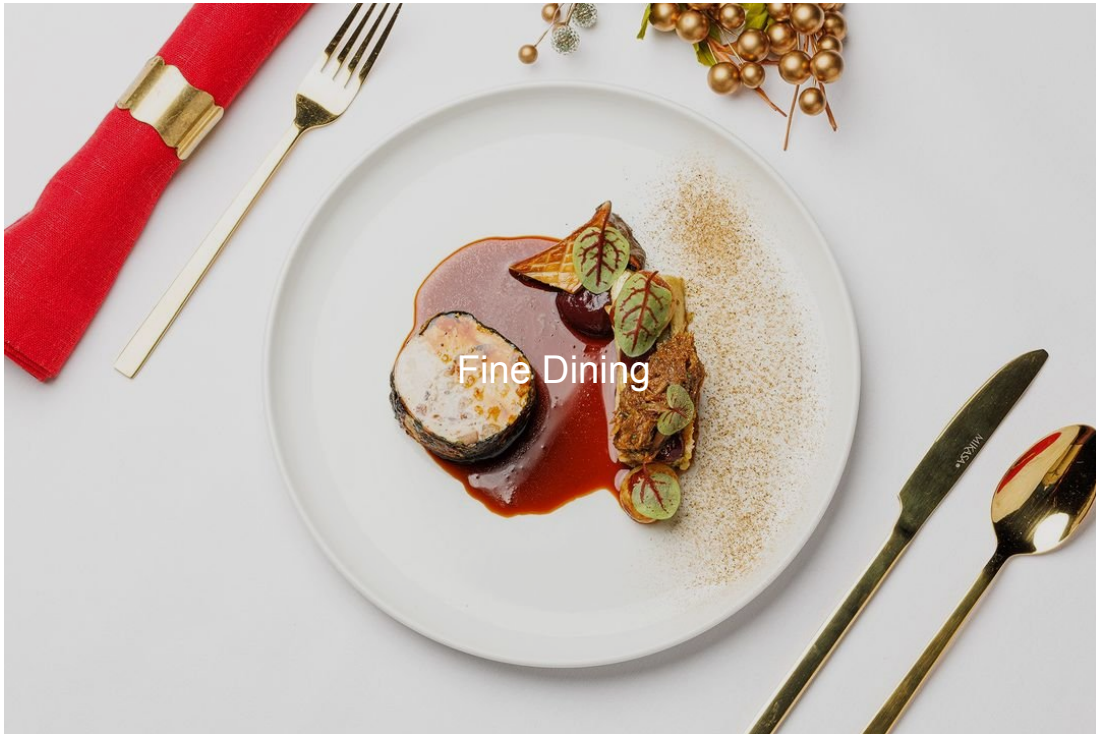
From personal shopping services to tickets to the hottest premiers, no matter your choice our concierge can have you covered.



Other Events

From the Races at Ascot, to Royal Balls, ask our concierge about the most exclusive events in town and get exclusive access without breaking a sweat.

London's Top Culinary Marvels



Fine Dining

Corrigan's Bar & Restaurant, Mayfair

At Corrigan's Bar and Restaurant, Chef Patron Richard Corrigan celebrates the seasons and the best produce from the British Isles. Their menu champions are coastal and wild game, furred and feathered, showcasing the essence of the game as not just what's hunted and shot but what's caught, picked, and foraged. It's a true reflection of seasonal abundance.

Core by Clyre Smith, Kensington Park Road

Core is an elegant fine dining establishment devoted to natural, sustainable and seasonal food sourced from allocated UK farmers and food producers. They curate beautifully crafted dishes, using the finest British ingredients, with a passion for delighting and share their love for artisanal food.

Gymkhana, Albemarle Street

Inspired by India's elite clubs, Gymkhana offers a Michelin-starred dining experience, drawing you into a world where high society congregates to socialize, savour classic and contemporary Indian cuisine, and partake in sport, all within an opulent and prestigious setting.

Akoko, Berners Street

Akoko's culinary magic combines innovation, live-fire cooking, umami, and an array of exotic spices rooted in founder Aji Akokomi's West African heritage. Their chefs expertly blend the freshest seasonal British ingredients with African spices, creating a dining experience that is culturally resonant and exceptionally creative.

Claude Bosi at Bibendum, Michelin House

Housed within the iconic Michelin House, Claude Bosi welcomes you into his "home." Whether you opt for lunch or dinner in the ground floor Oyster Bar, coffee and cocktails in the cosy bar, or an opulent dining experience in the elegant Claude Bosi restaurant, you'll be embraced by warm hospitality and culinary excellence.

Galvin La Chapelle, Spital Square

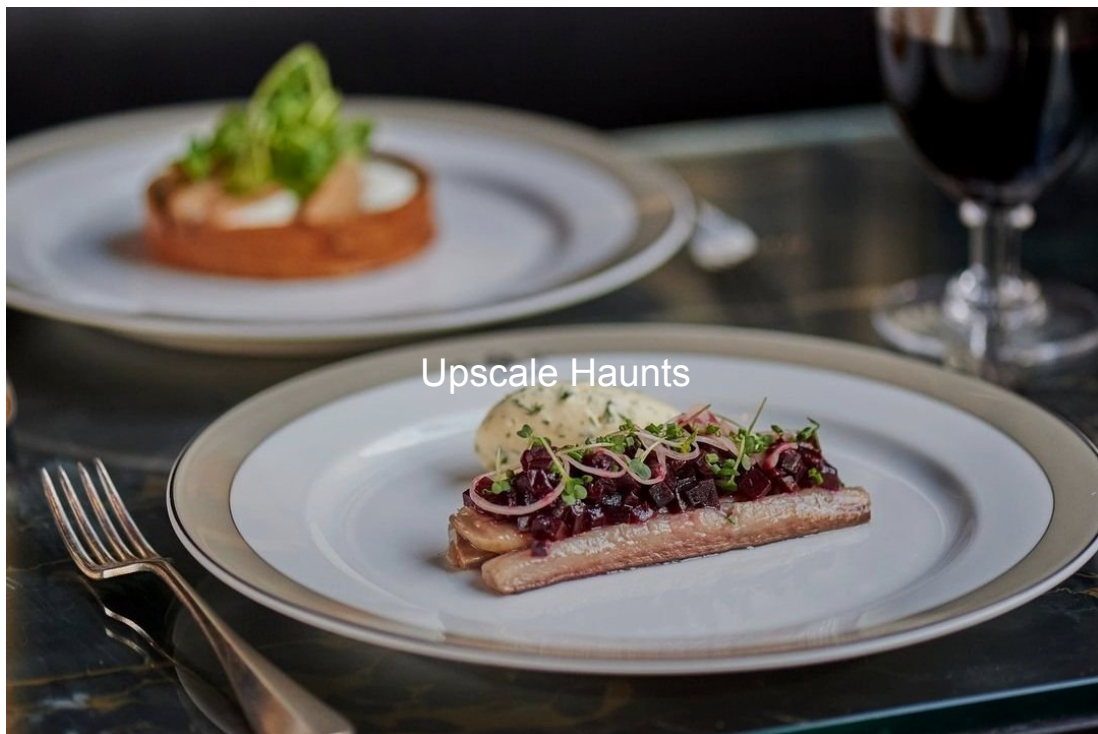
With its large arched windows, high stone ceilings, and elegant interiors, Michelin-starred Galvin La Chapelle provides the perfect setting for traditional yet modern French cuisine, moments away from Liverpool Street station. It's a blend of old-world charm and contemporary culinary delights.

The Ritz Restaurant, Piccadilly

The Ritz Restaurant is a pinnacle of culinary excellence, crafting sublime dishes by carefully selecting the finest local seasonal produce. Under the guidance of Executive Chef John Williams MBE, the menu offers an array of culinary delights, from à la carte options to indulgent tasting menus, ensuring an unforgettable dining experience in the heart of London.

The Five Fields, Blacklands Terrace

At this Michelin-starred gem, Chef Patron Taylor Bonnyman and his team create culinary masterpieces using the finest seasonal ingredients, including produce from their own Kitchen Garden, making it a destination for the most discerning food enthusiasts.



LPM, Mayfair

This chic Mediterranean modern dining offers a tantalizing fusion of French and Italian cuisines that transports you to the sun-kissed shores of the Riviera.

Cipriani, Mayfair

An epitome of timeless Italian elegance, serving authentic Northern Italian cuisine amidst an atmosphere of sophistication, making it a must-visit for lovers of classic Italian fare.

Zuma, Knightsbridge

A culinary haven, where Japanese izakaya-style dining meets contemporary luxury, creating a captivating experience with innovative dishes and stunning decor.

Dishoom, Carnaby

An enticing spot that beckons with its nostalgic Bombay canteen ambience inviting you to savour the rich flavours of Indian street food and classic dishes, offering a delectable slice of a delightful taste of India in the heart of London.

The Wolseley, Mayfair

An opulent yet understated embodiment of European grand café culture, inviting you to indulge in classic dishes and luxurious surroundings, making it a timeless destination for a taste of refined dining.

The Clove Club, Old Street

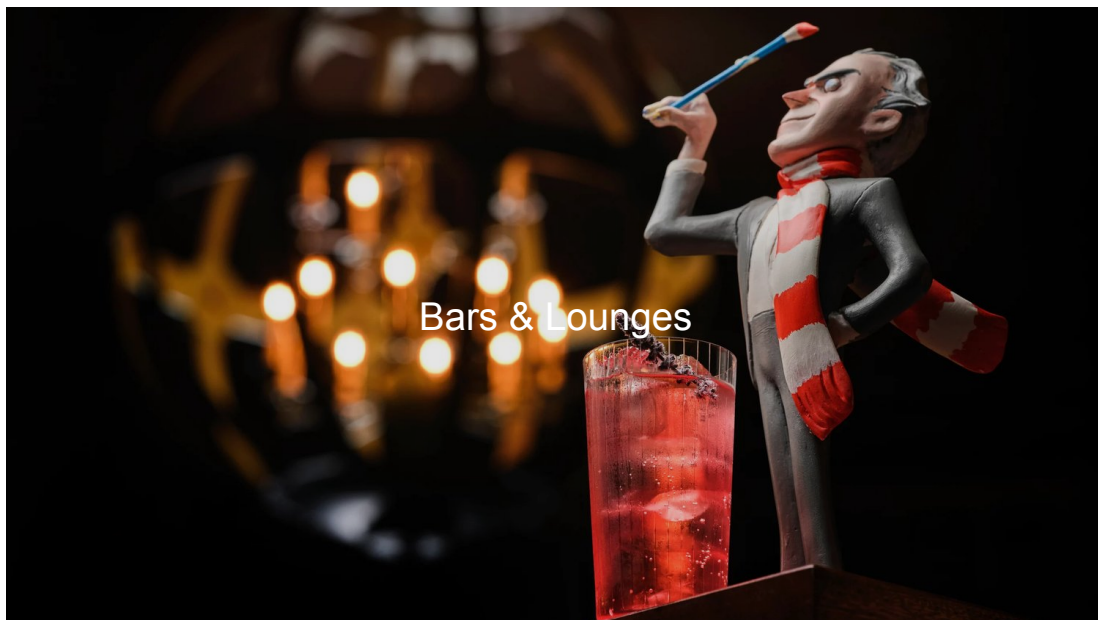
Offering a gastronomic journey that began as a Dalston supper club, The Clove Club draws in East London locals, restaurant insiders, and Michelin star enthusiasts to experience innovative modern British cuisine in an effortlessly cool setting.

The Ledbury, Notting Hill

This two-Michelin-starred haven offers an exceptional dining experience with contemporary European cuisine, featuring a symphony of flavours that showcases the pinnacle of culinary artistry.

Sessions Arts Club, Clerkenwell

This uber-sophisticated Arts club combines art and gastronomy to offer an immersive experience — where fine dining and artistic expression merge to create a captivating journey for the senses.



La Goccia, Covent Garden

Renowned for its Italian-inspired cocktails and enchanting garden setting, La Goccia is a top choice for a remarkable al fresco drinking experience. The spotlight shines on their signature cocktails, crafted with fresh and seasonal spices, fruits, and edible flowers, promising a delightful feast for the senses.

Viajante87, Notting Hill

Viajante87 in Notting Hill stands out with its immersive travel-themed decor and exquisite mixology, offering a passport to worldly flavours from across the world. Each cocktail is designed keeping globetrotters in mind and presents a fusion of blends from around the world.

Chiltern Firehouse

An uber-chic, celebrity-favoured hotspot known for its glamorous atmosphere. It boasts a well-curated cocktail menu that complements its modern, fashionable ambience, making it a top choice for those seeking a taste of London's high-society nightlife.

Loulou's

Want to enjoy London's nightlife? This exclusive private members-only club is where luxury and opulence coincide, offering a lavish escape from the ordinary. The go-to spot for London's rich and elite, nestled in a sumptuous and historic setting.

The Painter's Room, Claridge's

The Painter's Room at Claridge's is celebrated for its classic, sophisticated atmosphere, where you can savour exceptional champagne and cocktails in an art-filled, luxurious setting reminiscent of the Roaring Twenties, making it a must-visit for those seeking timeless elegance and refined libations.

Bar Crispin, Soho

Bar Crispin in Soho charms with its minimalist, Nordic-inspired design and an exceptional selection of natural wines and unique cocktails, making it a hidden gem for wine connoisseurs in the heart of London.

Scarfes Bar, Rosewood London

Scarfes Bar at Rosewood London is a tribute to the art of caricature, where craft cocktails, live jazz, and a warm and inviting ambience come together to create an unforgettable, character-filled drinking experience enhanced with an opulent lounge setting.

Heads + Tails, West Hampstead

Heads + Tails in West Hampstead offers a dual personality with two distinctive bars under one roof, allowing you to explore both the bright and the dark sides of mixology in a stylish, contemporary setting.

Our Memberships and Partners*



*PureLuxe has memberships to Preferred Partners or Special Agency Programs at the mentioned hotels through its parent Company KFT Corporation. PureLuxe is a division of KFT Corporation.

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