Bela觀點 & Partners provided the interior architecture and design for The Hari (previously known as Belgraves), situated in London's Belgravia. Transforming the former Sheraton Hotel was no small undertaking and the team offered a full interior architecture and design package for all public areas, as well as 85 bedrooms and suites. Bernerd and the team also worked hand in hand with EPR Architects, offering creative direction for the building's exterior treatment. Using a variety of rich and tactile finishes, including Arabescato marble, graystone and smoked glass, the resulting interiors evoke a warm and stylish environment, giving guests the feeling of inhabiting an original home in the heart of Belgravia.

The brassware and showers that ensure guests enjoy a pampering and refreshing experience are from bathroom specialist hansgrohe.
Client: The Hari Yellow News
Source: Mix Interiors (Main)
Date: 01 February 2018
Page: 130
Reach: 0
Size: 788cm²
Value: 4412.8
“For every project we undertake we try to be indigenous to the surroundings, and at The Hari London we wanted to create something that had the feeling of a really chic Belgrarian home. Therefore, layouts and space planning were key. We completely reconfigured the existing floorplans and ceiling heights to create an open-plan space, however we retained an intimate vibe by also incorporating smaller, more cocooned areas for people to sit and relax.

‘In addition, we introduced a textured palette that combined raw elements such as exposed brick with smoky velvets and fantastic grey flannels. Our recent refurbishment at the hotel’s restaurant, il Pampero, adds another layer to the story. Marrying Italian hospitality and the tradition of aperitivo with the Belgrarian lifestyle, we have created a space that embraces informal luxury. Vespa-green lacquers and rich velvets combine with soft leathers and heritage fabrics to create a warm and inviting ambience; whilst the introduction of a new bar at the centre of the room has created a real focal point within the space. It has become a bit of a hot spot for guests and locals alike and they do a great penne arrabbiata.’

TARA BERNERD
Founder of Tara Bernard & Partners

‘Guests today are incredibly discerning and the design of a hotel, now more than ever, needs to excite and exceed their aspirations. Our guests frequently comment upon Tara’s rich tapestry of design, comfort and elegance. Each piece is unique and the deep colour palette forms a welcoming atmosphere, keeping the hotel at the forefront of stylish places to stay.’

ANDREW FOGDEN
General Manager, The Hari
The Hari Announces Details of its Belgravia in Bloom Display

13 March 2018

Previously one of the winners of 2017’s Belgravia in Bloom competition, The Hari returns with another dramatic display by Chic Flower Designs. The design will comprise of a 3D image of Frida Kahlo with a background of flowers and a variety of animal shapes which will be bursting out of the frame. The florals will be an eclectic mix of bright vivid colours and tropical plant roots.

As a nod to the Royal Wedding, The Hari will have Frida dressed in a floral crown created out of a variety of British flowers including Ms Markle’s favourite flower, peonies. To celebrate the Royal Wedding, The Hari will be running a social media competition offering their audience the chance to win a replica of Ms Markle’s bouquet created by Chic Flower Designs.
Notes to Editors:

The Hari hotel opened its doors in August 2016. The hotel is the vision of Aron Harilela, Chairman and CEO of Harilela Hotels Ltd, and the first hotel to open under the ‘The Hari’ brand, supported by Preferred Hotels & Resorts Lifestyle, a second hotel is due to open in 2020 in Hong Kong.

The Harilela Group was established in 1959 and still wholly owned by the Harilela family, the Harilela Group is the parent company of Harilela Hotels which owns 15 properties across Hong Kong, China, the Far East, Europe, Canada and the US.
(London) The Hari hotel in Belgravia is delighted to announce the appointment of James Hunt as the properties new bar manager. James has experience in the hospitality trade having previously worked at Conrad London St. James Hotel for the last two years. In his new role at The Hari, James will be overseeing The Hari’s Bar, The Terrace and all private events booked in The Bar event space which can be hired exclusively.

The Hari’s exclusive cocktail menu has been designed with every guest in mind. There is a special and unique list of Haritinis in a nod to the hotels owner Aron Harilela of the Harilela Group. The hotels much loved signature cocktail, The Hari is made with Jensen Gin, Masala Chai, Honey and Gold.

Andrew Coney, General Manager of The Hari hotel comments “We are thrilled to welcome James to the team at The Hari. He has true showmanship and will inject great personality. I look forward to seeing what new additions will be brought to our menus.”

James Hunt adds: “I’m excited to be starting as the new Bar Manager at The Hari. I am looking forward to adding my own unique twists to the drinks list and working with the very talented team across the hotel.”

-Ends-
Notes to Editors:

The Hari hotel opened its doors in August 2016. The hotel is the vision of Aron Harilela, Chairman and CEO of Harilela Hotels Ltd, and the first hotel to open under the ‘The Hari’ brand, supported by Preferred Hotels & Resorts Lifestyle, a second hotel is due to open in 2020 in Hong Kong.

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The Hari named as one of Luxury London’s best rooftop bars in London summer 2018

NOW READING The Best Rooftop Bars in London, Summer 2018

The Hari

While not strictly a rooftop, The Hari makes it into our list for its al fresco terrace, which is located upstairs from the hotel bar and is an ideal suntrap on warm days. The modern hotel offers gleaming, contemporary interiors that stand out against the post code’s more traditional offerings. A retractable roof ensures that it is suitable for all forms of British weather this summer.

-Ends-

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The Hari partners with Moët & Chandon for the Wimbledon Championships

The Hari is delighted to announce details of a pop-up Moët & Chandon Lounge in partnership with The Hari’s Caroline Ferras, Director of Food & Drink. The lounge will open its doors on Monday 02 July to Sunday 19 July 2018.

A large screen cabana installed in The Terrace at The Hari will screen the matches and a special menu will be available for the duration.

The Terrace is a temperature-controlled Moët & Chandon terrace for guests to enjoy in the shade of elegant parasols and stunning views across Chelsea.

Guests will be treated to a special menu to celebrate the occasion, a bottle of Moët & Chandon Imperial Brut along with the choice of Guiness,lesaffre or Moët & Chandon champagne in glasses with a dedicated carafe and a complimentary cocktail.

Please arrive on the hour to enjoy the Moët & Chandon cocktails, presented in signature Moët & Chandon glasses. For further information contact our team on call +44(0)2031894891

For any further information contact: PR Manager – Liz Healey
Liz.Healey@TheHari.com
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www.thewalpole.co.uk/member_news/hari-partners-moet-chandon-wimbledon-championships/
The Hari named as one of the best places to watch Wimbledon Tennis Championships 2018

How to celebrate Wimbledon this year

Do it in style

By Jessica Davis  Jun 11, 2018

Wimbledon is just around the corner (2 to 15 July), so we have gathered the best places to celebrate and watch the tournament this summer. Whether you want to celebrate in style at one of London’s finest hotels, indulge yourself with a tennis-themed menu or soak up the action watching on a big screen in the city, we have you covered.
The Hari’s stylish terrace will screen matches every day during the tournament and guests can also enjoy a special menu throughout the championships, including either a pitcher of Pimm’s or a bottle of Moët & Chandon champagne. Drinks are accompanied by traditional treats like Eton Mess, scones with jam or strawberries and cream, perfect for getting in the Wimbledon spirit.

Hari Hotel, 20 Cheham Place, London, SW1X 8HG
The Hari named as ‘ace place’ to watch Wimbledon Tennis Championships 2018

Ace places to watch Wimbledon this summer

By
Tonje Odegard

Date
14 Jun 2018

Category
Venues

Strawberries and cream, Pimm's and people wearing white – you don’t have to be at Centre Court to experience it. Here’s our guide to the best places to watch The Championships this summer - you’ll love us for it (see what we did there?)

3. The Hari, SW1
Capacity 15
Prices from £100pp

The Hari will be putting up its pop-up Wimbledon-inspired lounge on The Terrace in collaboration with Moet & Chandon. Guests of The Bar at The Hari can enjoy the championship fortnight in style with quintessentially British food and Moët & Chandon champagne. This is the place to bring that special client you’re trying to impress, as it doesn’t allow for big group bookings.

www.squaremeal.co.uk/venues-events/news/venues/ace-places-to-watch-wimbledon-this-summer

-Ends-

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Where to stay in London: The Hari reviewed by Red Magazine

The Hari, Belgravia

FROM £250 PER NIGHT PER ROOM, PER NIGHT

By Roanna Day Posted on June 26, 2018

Special occasion? Book yourself into The Hari
The Hari, Belgravia

Red Review

It’s a special kind of hotel that can make you feel like you’re on holiday in your own city and that’s just what The Hari did for us.

The hotel is first and foremost, chic. Every corner of it is designed perfectly, making you feel every inch the glam city-dweller.

Glossy surfaces, polished floors and thick, luxurious carpets set the tone for an indulgent, classy stay.

The attention to detail here is also noticeable. From a smartphone to borrow for your stay so you can navigate, call taxis etc to the perfectly-placed slippers by the bed and Nespresso machine in your room. Never once do you think: “Oh if only they had...”

The Hari is filled with rooms with views, perfect, movie-worthy views across the rooftops of London. Waking up the skyline of London with an espresso in hand is a moment you won’t soon forget.

There’s a gorgeous bar to enjoy an aperitif in or head straight down to Il Pampero, the Italian restaurant in the hotel.

This is not just any hotel restaurant thought. Il Pampero is worthy of its own praise. It’s authentic, with a sophisticated, enticing menu and the service is world class.

Tables are thoughtfully space with each feeling private and setting the perfect atmosphere for a couple needing to reconnect or a romantic first weekend away together.

If you can’t decide which of the delicious dishes to try your waiter will guide you through it expertly, just as the sommelier will make sure your dinner has the perfect bottle to accompany it.

Stomachs full, shoulders relaxed and cheeks aching from smiling your divinely comfortable bed awaits you for a night of blissful sleep.
The Hari, Belgravia

authentic, with a sophisticated, enticing menu and the service is world class.

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Stomachs full, shoulders relaxed and cheeks aching from smiling your divinely comfortable bed awaits you for a night of blissful sleep.

The next morning you’ll be rested and ready to explore the best London which is, happily, right on your doorstep.

HIGHs

Seriously incredible views

Food and drink offering

Thoughtful, luxurious touches in the room

LOWs

The decor might be a little Mad Men for some, but we loved it

Need to Know

Number of rooms: 85 (including 14 suites)

Pool: no

Child friendly: rooms are spacious, though the hotel has a fairly sophisticated, grown up atmosphere

-Ends-

For any further information contact:
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www.redonline.co.uk/travel/book-places-to-stay/the-hari
The Hari listed as one of ‘the best of the celebrations for Wimbledon Tennis Championships 2018

WIMBLEDON 2018: THE BEST OF THE CELEBRATIONS

The Hari

The elegant Belgravia hotel has joined forces with Moët & Chandon to launch a pop-up Wimbledon-themed lounge on its terrace, whose terrace and glasses enjoy a range of exciting special offers. You’ll be able to watch the matches on a large screen while indulging sweet treats such as Éclair Mews or strolling with tea and cream, perfectly accompanied by a bottle of Moët & Chandon. Available now to book from £20 per person.

-Ends-

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The Hari described as seriously sumptuous place to catch Wimbledon 2018

Wimbledon 2018: Five seriously sumptuous places to catch the tennis

Leave Murray Mound to the masses and watch the action in style in the capital

OKAY, SO THE CHANCES OF US SEEING A BRIT VICTORIOUSLY CRUMPLE TO THEIR KNEES ON CENTRE COURT ON 15 JULY SEEM PRETTY SLIM. AND YOU MAY BE A LITTLE SIDETRACKED WATCHING THE FOOTBALL.

BUT SHOULD THAT STOP YOU FROM SOAKING UP THE GLORY OF SW19 THIS SUMMER? SHOULD THAT PREVENT YOU FROM WATCHING EVERY SCINTILLATING SET AND MASTERFUL MATCH THAT WIMBLEDON HAS TO OFFER?

SIR, IT SHOULD NOT. BUT FORGET CAMPING OUT FOR TICKETS ALONG WITH THOSE WHO ARE A FEW STRAWBERRIES SHORT OF A PUNNET, AND INSTEAD CATCH THE ACTION AT THESE MOST STYLISH OF SPOTS IN THE CAPITAL....
Positively dripping in laid-back luxury (think velvet and marble furnishings and Tracy Emin artworks), The Hari is a 5-star, 85-room boutique hotel a few paces from Sloane Street.

With the help of Moet & Chandon they’ve transformed their terrace space into a pop-up Wimbledon-style lounge, complete with big screens, special menus, rivers of champagne, and a retractable roof in case the elements try to spoil the party.

**What To Order When Rain Halts Play**

The special menu we mentioned? It’s fit to burst with house-made, quintessentially British puddings. One of which is Eton Mess, which absolutely answers this question.

**What To Drink When... A Trophy Is Raised**

We’ll go out on a limb here and say, maybe, Moet & Chandon champagne? But as soon as that bottle’s dry, give the house cocktail a shot – The Hari is made from Jensen gin, masala chai, honey and gold. Yep: gold. Of course you’re trying it.

-Ends-

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www.thegentlemansjournal.com/article/best_places_watch_wimbledon_london/
Celebrate Wimbledon 2018 in London at The Hari

Celebrate Wimbledon 2018 in London

Game, set and match your Wimbledon season with big screens, strawberries and cream, pop-up spaces and lashings of champagne, available all across London
Enjoy Wimbledon-inspired events in London

Wimbledon Lounge at The Hari, Knightsbridge
The Hari hotel in Knightsbridge has launched a pop-up Wimbledon lounge on the hotel’s elevated alfresco terrace, in partnership with Moët & Chandon. Guests can watch all of the Wimbledon action on large screens, while sipping champagne cocktails, accompanied by strawberries and cream, Eton Mess or scones with clotted cream and jam.

From £100 for a bottle of Moët & Chandon and desserts for two guests, 2 - 15 July, 20 Chesham Place, SW1X 8HQ, thehari.com

-Ends-

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https://luxurylondon.co.uk/taste/food/what's-on-london-july-wimbledon-2018
IN THE DAYS leading up to the wedding of the year, Prince Harry and Ms Meghan Markle, now the Duke and Duchess of Sussex, I find myself in London for business and, well, on a trip that serendipitously happens to coincide with the Royal wedding celebrations. Almost. So, on the morning that I’m supposed to depart London, I ring the airline and hotel concierge to extend my stay at The Hari for an extra day and boy, I’m glad I did.

The Hari is among the crème de la crème of hotels in the British capital. The five-star establishment, situated in the residential streets of London’s elegant Belgravia neighbourhood, is just a few minutes’ walk from Knightsbridge (Hello, Harrods) and Sloane Square. The luxurious property, which opened two years ago, has 85 guest rooms, including 14 luxury suites and The Penthouse. Supported by Preferred Hotels & Resorts, it’s the first hotel to open under The Hari brand, the vision of Aron Harilela, chairman and CEO of Harilela Hotels.

General Manager Andrew Convey says, “The Hari has a variety of categories in all shapes and configurations – we don’t take the one-size-fits-all view. My personal favourites are the Studio Suites with their wonderful views of Belgravia, even from the bathtub.”

You fall in love with The Hari the moment you step into this exquisite boutique hotel. Expect modern but at the same time elegant...
Harry and Meghan on the cover – is placed on the table in my nook. The right size bed, a cozy nook by the window and complimentary high-speed Wi-Fi being a massive plus. I appreciate the bedside USB charging port and portable handy phone. The sleek marble bathroom comes with a vanity unit, walk-in rainforest shower and Noble life amenities. But wait, there’s more. I’m delightedly surprised one evening when I discover a chocolate map of Belgravia in my room, courtesy of the hotel, of course.

If you’re feeling peckish during the day, you can order from The Hari’s 24-hour room-service menu and traditionally dress in stylish plaid ensembles, dined in the lobby, perhaps, or breakfast pastries to go. The doormen are at hand to greet and assist you with smile. Something else that makes me grin from ear to ear is the library-themed lounge and it’s absolutely my go-to for sitting back and relaxing in the evenings. The place is decorated with hundreds of books on shelves, modern glass tables: plush seats and an array of fashionable art works. We have an art curator to keep the art sense rotating throughout the hotel and predominately in our bar area,” Coney explains. “We’ve had exclusive exhibitions with local galleries and photography in partnership with charities, as well as individual items curated due to their unique style.”

If you fancy grabbing a drink or a quick bite in a buzzing atmosphere, then this is the place to be. The menu features a wide range of nibbles and mains. Must-try items are the grilled chicken burger and French fries with Parmesan and truffle oil. If you’re craving something sweet, definitely go for the doughnut balls filled with Nutella – they’re served with a vanilla milkshake. The Hari Bar’s specialty cocktail, The Hari is made with Jensen’s gin, masala chai, honey and gold. When I ask for the check, it’s presented as a bookmark inside one of the books from the shelves. Clover, The Garden Terrace (it has a retractable roof) is located upstairs, and is the venue for The Hari’s royal wedding viewing party on the morning of the big day. Staff have decked out this magical retreat with a large screen. Union flags and table smacks to make the experience more enjoyable. It’s another example of the lengths staff go to throughout the day. I’ve always been a fan of The Hari and when I scrolled through its Instagram account I suspected my stay would be a memorable one. I had high expectations, and the hotel did not disappoint. I’ve already booked myself a room at The Hari for my next visit to London and, frankly speaking, I think you should, too.
KEEPING IT LOCAL

INTEGRATING INTO YOUR COMMUNITY WILL PAY DIVIDENDS WHEN IT COMES TO REPUTATION AND RECRUITMENT. ENSURE YOU ARE MAXIMISING EVERY OPPORTUNITY TO GET YOUR HOTEL AND ITS OFFERING SEEN AMONGST THE LOCALS TO HELP DRIVE BUSINESS AND STRENGTHEN RELATIONS. WE DISCOVER THE BEST WAYS TO DO JUST THAT.

General managers need to be the lynchpin of any hotel, there to instil the right work ethic and service culture into each staff member. This approach however, needs to extend beyond the walls of your property, and seep into the community, where your general manager could make a huge impact on business levels simply by getting out and about.

Using your hotel’s human resources to support local projects and other charitable initiatives can have a huge range of business benefits, including an improved reputation. It’s a crucial part of building up trade from people living close by, and ensuring they know that your door is always open. Being visible and engaged helps local residents and businesses to feel affinity with the hotel’s facilities.

“It is crucial to get out and about in the local community,” explains Kirsty Schmidt, general manager The Grosvenor Arms in Shaftesbury, Dorset. “It’s essential to our business that we get to know and work with the local community and make our establishments the hub of the community. This can happen in several ways, from fundraising and charity events to recruitment. I always actively build relationships with other local businesses and work with them whenever possible. Positively promoting the town encourages visitors and helps everyone.”

Supporting local events and initiatives will also help to generate goodwill in the community and create strong relations with people who can potentially be of use to you in the future: a planning officer for example who could support an application. Encouraging your staff to take part in initiatives will also allow them to get to know potential customers and give them an insider perspective on local trends and tastes.

Your involvement may also nudge the media to shine a spotlight on your hotel, who are more likely to report on your activities this way. It’s this sort of positive PR which could do wonders for your business, helping to reduce marketing spend as good press and building relationships in the community pay off. Word-of-mouth recommendation has always been more powerful.

“It’s brilliant PR for the whole area,” continues Schmidt, “established links with the local community raises our profile and standing within it and increases our bookings for special events such as weddings, christenings, birthdays and Christmas parties.”

Andrew Coyle, general manager at The Hari in London’s Belgravia agrees: “It is always nice walking around the hotel seeing your friends from the area, it becomes a place for locals to group together and mix as well as taking initiatives to help in the community.”

Your social responsibilities
According to the UK Small Business Consortium, 88 per cent of consumers are more likely to buy from a company that engages in ‘socially responsible’ activities. ‘Cause-related marketing’ - where businesses make a charitable donation for every product sold - is also proving popular with consumers.

“It also brings in local trade and boosts sales,” adds Schmidt. “If you are located in a tourist area, as we are, then this local trade is essential in the quieter months of October and November when room occupancy can be lower.”

Contributing to local events also helps to build a vibrant local economy. Whether the support you offer is financial, practical or educational, a more vibrant local economy is one of the potential long-term effects of backing community projects and initiatives.

Being a business with strong social and environmental credentials is also becoming an important

ESTABLISHED LINKS WITH THE LOCAL COMMUNITY RAISES OUR PROFILE AND STANDING WITHIN IT AND INCREASES OUR BOOKINGS FOR SPECIAL EVENTS"
factor in investment decisions too. Potential investors are more aware of corporate social responsibility issues and you become a more attractive proposition if you are seen to be contributing.

Diary dates
Practically it's unrealistic to attend every event that is put on by your local community, and choosing which ones will prove the most beneficial is key to ensuring time is well spent.

Schmidt says: “We would love to get involved with everything, but our main goal is that it has a positive impact on not only our business, but also the community. We have a relaxed, friendly atmosphere with children, families and dogs all being welcome, so we tend to choose events which appeal to this cross section.”

So how does Coney at The Hari decide on what to contribute to and attend?

“I think it's about building relationships whether it be sitting on committees, fundraising or just rolling up your sleeves and getting actively involved,” he says. “Sometimes we get a little too inward looking and this gives us the opportunity to really play a part in sustaining a sense of neighbourhood.

“Belgravia has a wide range of events happening all summer long but naturally there are a few hotels to choose from in the area. We all

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The Hari, Belgravia, London
Harleco Hotels introduced its own new hotel concept for the global travel market, The Hari, in August 2018, with plans unveiled to roll out the brand across the globe. The hotel was transformed from the former US-based Thompson property, Belgraves, with Andrew Coney overseeing the transition having been at the helm since 2014.

The 85-bedroom hotel has been designed by Tara Bernard and is also home to rustic Italian restaurant Il Pampiero.
take it in turns to offer our support but you just can’t do them all.”

The best way to begin relationships with local initiatives is to determine how much they really know about the services you provide. Perhaps invite some of the most influential in for afternoon tea or coffee and get to know the sorts of things that are part of the annual events calendar.

“Do some fundraising for local charities, schools and youth clubs,” explains Schmidt. “National charities have a wide appeal but there also lots of charities close to home that would really benefit from your help.

“Contact your local schools to offer work experience and local colleges regarding apprentice schemes. Support local musicians by getting them to play in the bar. And create relationships with all local food and drink suppliers.”

Keeping in touch
At The Grosvenor Arms, Schmidt says that the hotel offers event space free of charge for meetings, classes and charity events, which helps to build strong relations. The business also supports local events through PR, social media and monthly newsletters, as well as donating prizes for charity and community fundraisers and school fairs.

The Hari tries to work with local businesses across the spectrum of the hotel and Coney says that keeping in regular contact with the community is good for bringing in business.

“We keep them abreast of all our news and offers so they feel like they have the latest from the hotel,” he explains. “We also tend to try and work with mainly local businesses, for example last month was World Chocolate Day and we worked with our friends from Rococo Chocolate in Belgravia to celebrate the occasion. We also like to host several parties over the year, inviting local residents to come and meet us and enjoy some of our hospitality.”

Local recognition for your property and its offering will help improve your recruitment process as well. With hiring quality staff top of everyone’s agenda, getting out and about in the community will pay dividends when it comes to attracting local talent. Plus it may help when it comes to convincing parents that hospitality is a very viable and rewarding career path.

“We employee lots of local people at all our sites to help the local economy,” says Schmidt. “We offer work experience and apprenticeships for those at local schools and colleges.”

A good proportion of potential recruits will be more attracted to businesses with a social agenda and volunteering opportunities. They may even approach you directly, saving you money on job adverts. Your increased connections with your local community might also produce potential recruits without the need to advertise.