

*l'oscar*  
LONDON

THE BAPTIST CHURCH HOUSE

*l'oscar*

Designed with flamboyance  
and individuality by Jacques Garcia ◀

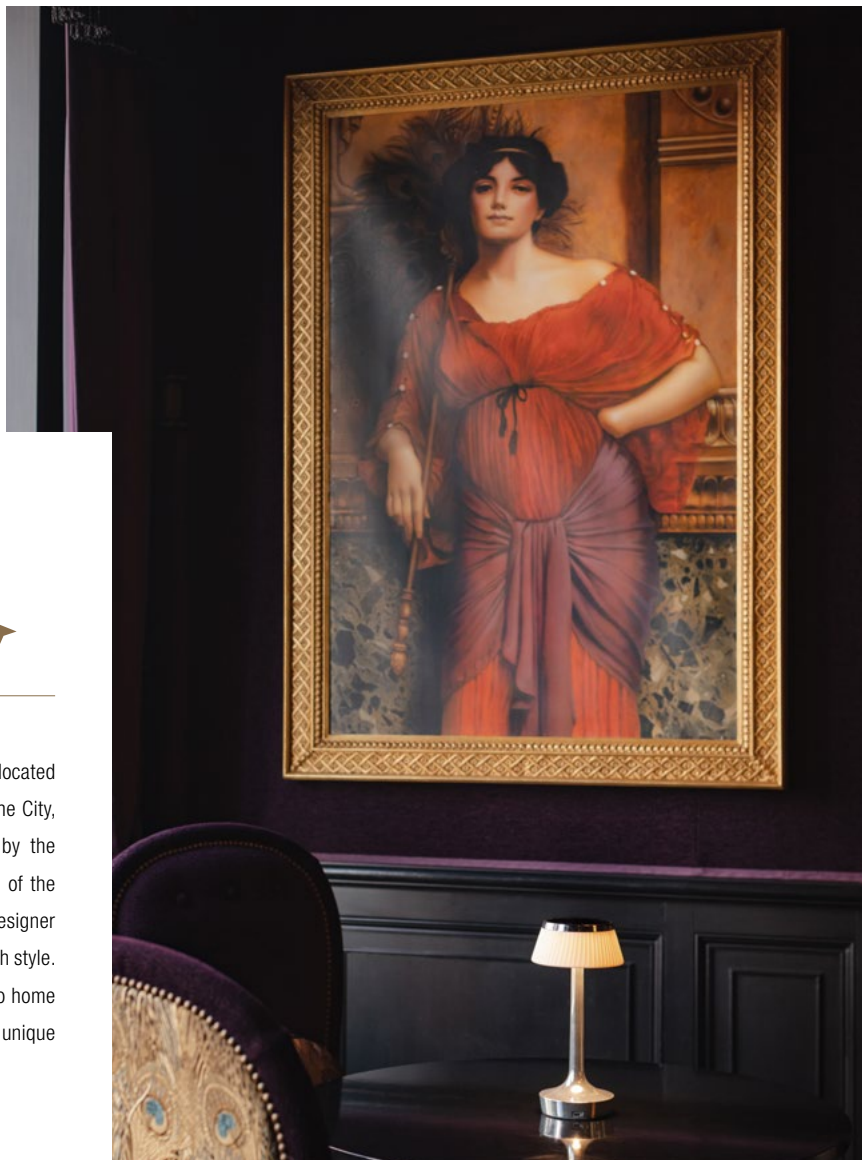


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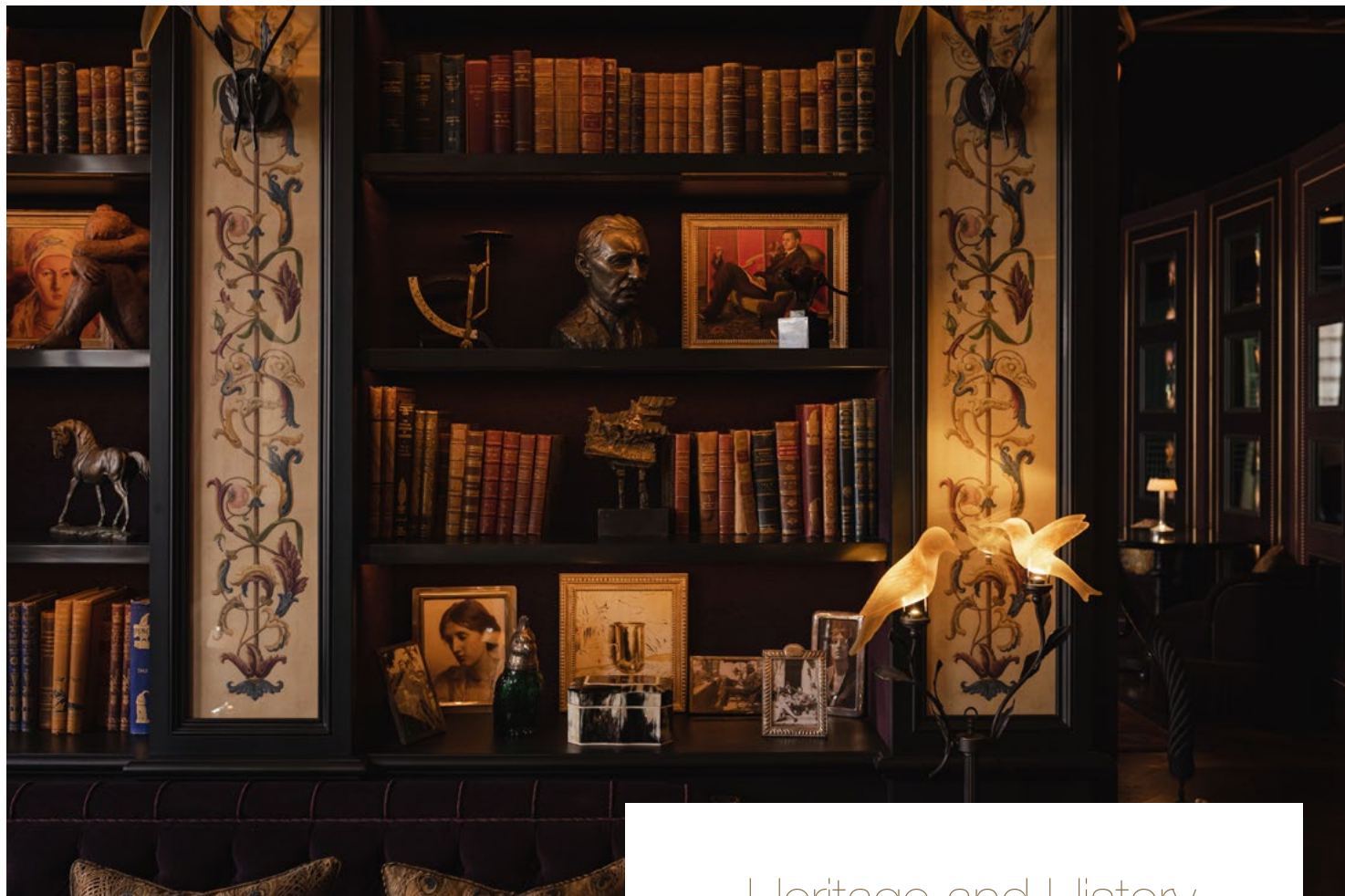


## Baptists and Bohemians

L'oscar London is a five-star hotel and architectural gem located in the heart of Bloomsbury's historic Holborn, close to the City, to Theatreland, to Soho and the West End. Inspired by the history of the Bloomsbury Set, the Arts & Crafts design of the building and theatrical traditions of the area, Parisian interior designer Jacques Garcia created a seductive interior in a typically non-English style. The hotel features 39 bedrooms of which 18 are suites and is also home to L'oscar Restaurant, The Baptist, and Blue Tree alongside other unique function spaces for private events.







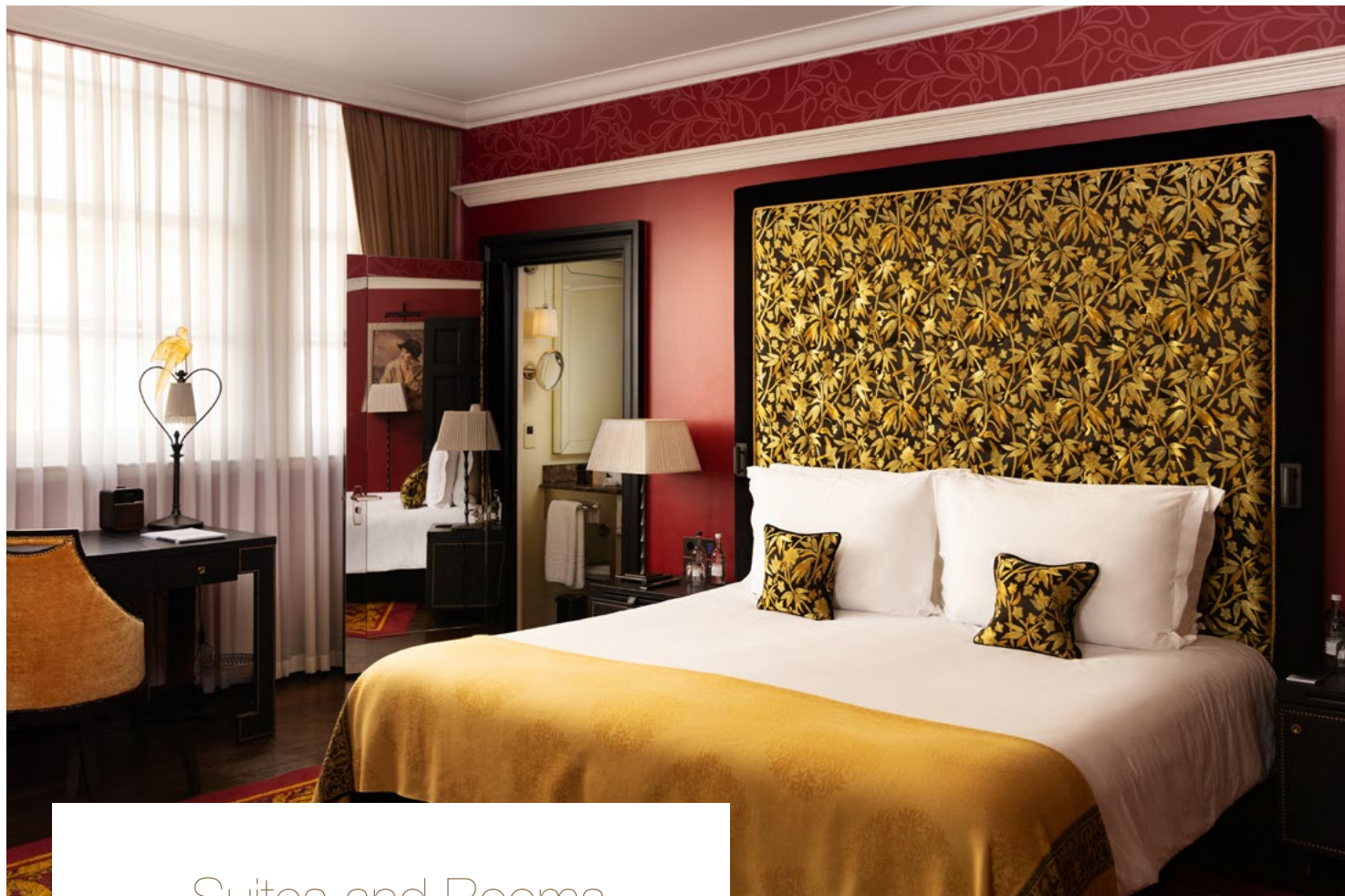
## Heritage and History

**H**oused in a building described as Edwardian Baroque, L'oscar's bedrooms and public areas are beautifully proportioned, full of character and retaining exquisite Arts & Crafts details, from oak panelling to intricately carved plasterwork to full height original windows. With this as a framework, interior designer Jacques Garcia has created an opulent, extravagant design of the utmost luxury. True to his style, the Frenchman lent the rooms opulence and atmosphere with a keen sense of history and attention to detail. The name L'oscar pays tribute to the world-famous writer Oscar Wilde.

Built between 1901 and 1903 it was the first building to be erected on the newly widened Southampton Row and Catton Street – part of a prestigious Edwardian planning project for the area. Completed in a style coined Edwardian Free Baroque, architect Arthur Keen mixed 'Wrenaissance' style with Arts & Crafts influences, engaging some of the best artists and craftsmen of the time to create much of the decoration; ornately plastered ceilings, carved fireplaces, oak panelling and finely worked plaques. Many of these masterpieces survive today, despite being refurbished in the late 30s, bomb damaged during World War II and suffering through painful periods of neglect.

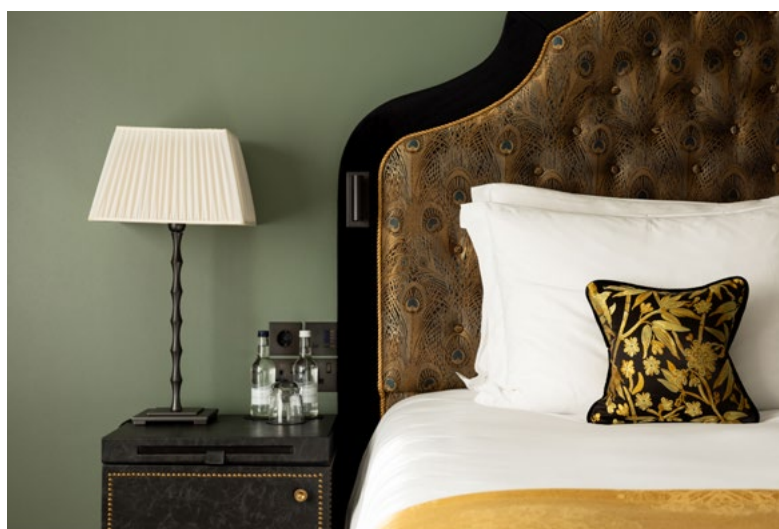






## Suites and Rooms

With 39 bedrooms, L'oscar is a boutique hotel, but on every other level it is grand. From the Superior Room to the L'oscar Suite, each room is delightfully individual, with extravagant styling, high ceilings, large windows, and a wealth of original detail, all personalised and curated by Jacques Garcia's opulent design. Settle into your Icelandic duck feather pillows on the luxe king-size beds or float around your room and enjoy the unique charm with feature fireplaces and the state-of-the-art amenities.





## Playfully indulgent ▶

### L'OSCAR RESTAURANT ◀

On the ground floor, L'Oscar Restaurant is the bustling heart of the hotel. Inspired by the famous Café Florian in Venice, it is lined, walls and ceiling, with mirrors, gilded panels, original art, and comfortable seating. Jacques Garcia designed a beautiful restaurant on the grand scale of Baroque. Open all day L'Oscar Restaurant is the place to meet and greet over breakfast, lunch, afternoon tea and supper, with drinks and snacks in between. It is the place to see and be seen.



### BLUE TREE ◀

Close to the Baptist Bar, a small and secret garden, called Blue Tree, and its central sheltering canopy is a huge tree in full blue blossom - a precious spot for stolen moments, drinks, and a breath of London air.



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## Discover Bloomsbury, Covent Garden & The West End

Once a paradise for London's elite, it is now the epicenter of arts and entertainment. Theatres are majestically enthroned in this cultural melting pot, staging Broadway-worthy plays, musicals, and premieres. In the heart of Bloomsbury, literature has seen its finest writers such as Virginia Woolf and Charles Dickens take up residence. It is therefore no coincidence that an abundance of bookstores continues making history and flourish in the Georgian architecture of the neighbourhood.



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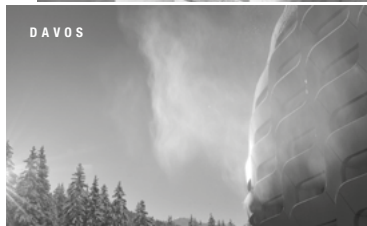




# Rethinking luxury



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DAVOS



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LONDON

CRANS-MONTANA



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LA RÉSERVE GENÈVE HOTEL, SPA AND VILLA · LA RÉSERVE PARIS APARTMENTS

LA RÉSERVE PARIS HOTEL AND SPA · LA RÉSERVE RAMATUELLE HOTEL, SPA AND VILLAS

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