

# MAISON ASSOULINE

PRIVATE EVENTS AT MAISON ASSOULINE LONDON

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MAISON ASSOULINE

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ROYAL



SECCA PALAZZI



## ABOUT THE BRAND

Founded in Paris in 1994 by Prosper and Martine Assouline, Assouline is the first luxury brand on culture. It began with the desire to create a new, contemporary style of book, using the couple's experienced eye for visually rich stories and compelling narratives.

Guided by their passion for knowledge, culture and travel, the Assoulines have since expanded their vision to 2,000 titles in three main collections, along with special editions and unique library accessories—a grand oeuvre of inspiring creations. Throughout the last quarter of a century, the brand has established a network of international boutiques in prominent locations across the globe. Assouline has also inaugurated a curated library service, working closely with clients to visualize, design, and develop bespoke, one-of-a-kind libraries.

With a distinguished team of creative talents - which includes the founders' son Alexandre - the brand continues to reinvent the notion of true luxury. Assouline's roster of collaborators includes some of the world's most respected brands, artists, photographers, writers and designers.

Assouline continues to exude an unparalleled signature style and elegant savoir faire, which has globally redefined modern publishing.



## MAISON ASSOULINE LONDON

Since opening its doors in 2014, Assouline's first international flagship, Maison Assouline is London's cultural concept store, an oasis of culture and style in the heart of bustling Piccadilly.

## SWANS BAR & MEZZANINE

Swans Bar and its sophisticated décor as well as the second floor Mezzanine makes it an exceptional venue for events, providing a trendy yet comfortable space for guests to socialize and enjoy premium cocktails in the heart of London.

## GRANDE SALLE

The Grande Salle, our private room located on Maison Assouline's 1st floor is ideal for soirées of varying sizes. Its complimenting backdrop undeniably creates an unforgettable experience.

## MAISON ASSOULINE PRIVATE HIRE

Tailored to appeal to an abundance of culture enthusiasts and connoisseurs. Maison Assouline situated on London's Piccadilly presents multiple floors and event concepts to its consumer, each possessing a different atmosphere designed to excite, captivate and charm.

## BRAND PARTNERS

Some of our esteemed brands that have trusted us with their private events range from Burberry, Veuve Cliquot, LVMH, Netflix, Gucci, Valentino, Christie's and many others







## MAISON ASSOULINE LONDON

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Originally a banking hall designed by Sir Edwin Lutyens in 1922, the Grade II-listed building was one of the most iconic locations in the capital and is now home to the all-encompassing Assouline cultural lifestyle hub.

Elected one of the world's most beautiful bookstores by Town & Country (January 2017), Maison Assouline embodies the brand's signature style and all that accompanies it.



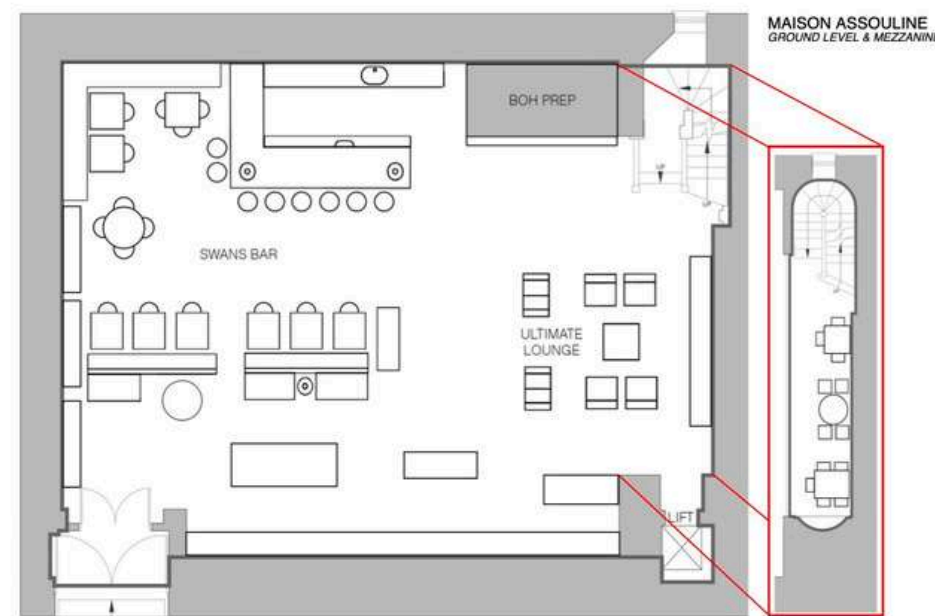
# SWANS BAR & MEZZANINE

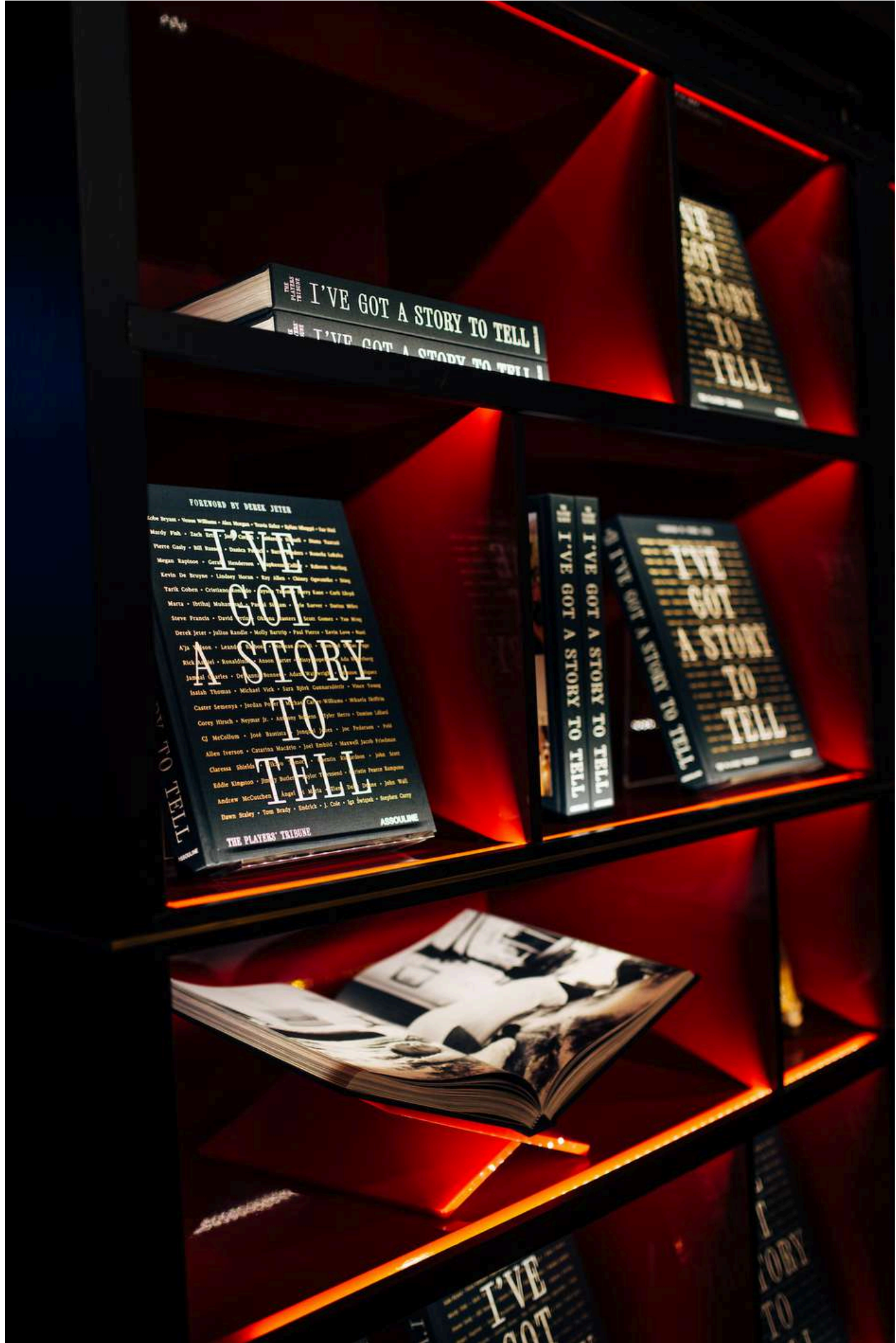
Swans Bar and its sophisticated décor makes it an exceptional venue for events, providing a trendy yet comfortable space for guests to socialize and enjoy premium cocktails in the heart of London. The mezzanine offers additional seating that can transform into a VIP space, an elevated area for musical performers or simply an added section to fulfill your event needs.

*Capacity: 31 Seated / 60 Standing (+ 12 in Mezzanine)*

*Size: 48 sqm / 520 sqft*

*Suggested Event Formats: Executive Gatherings, Cocktail Classes, Breakfast Presentations*







## GRANDE SALLE

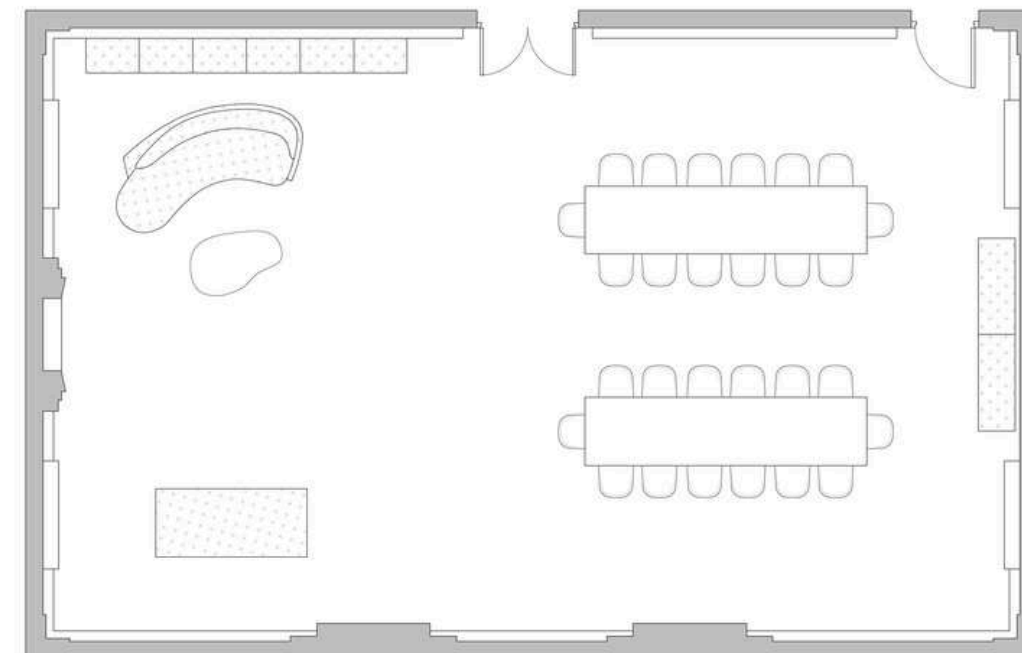
### *Rare Objects & Vintage Treasures*

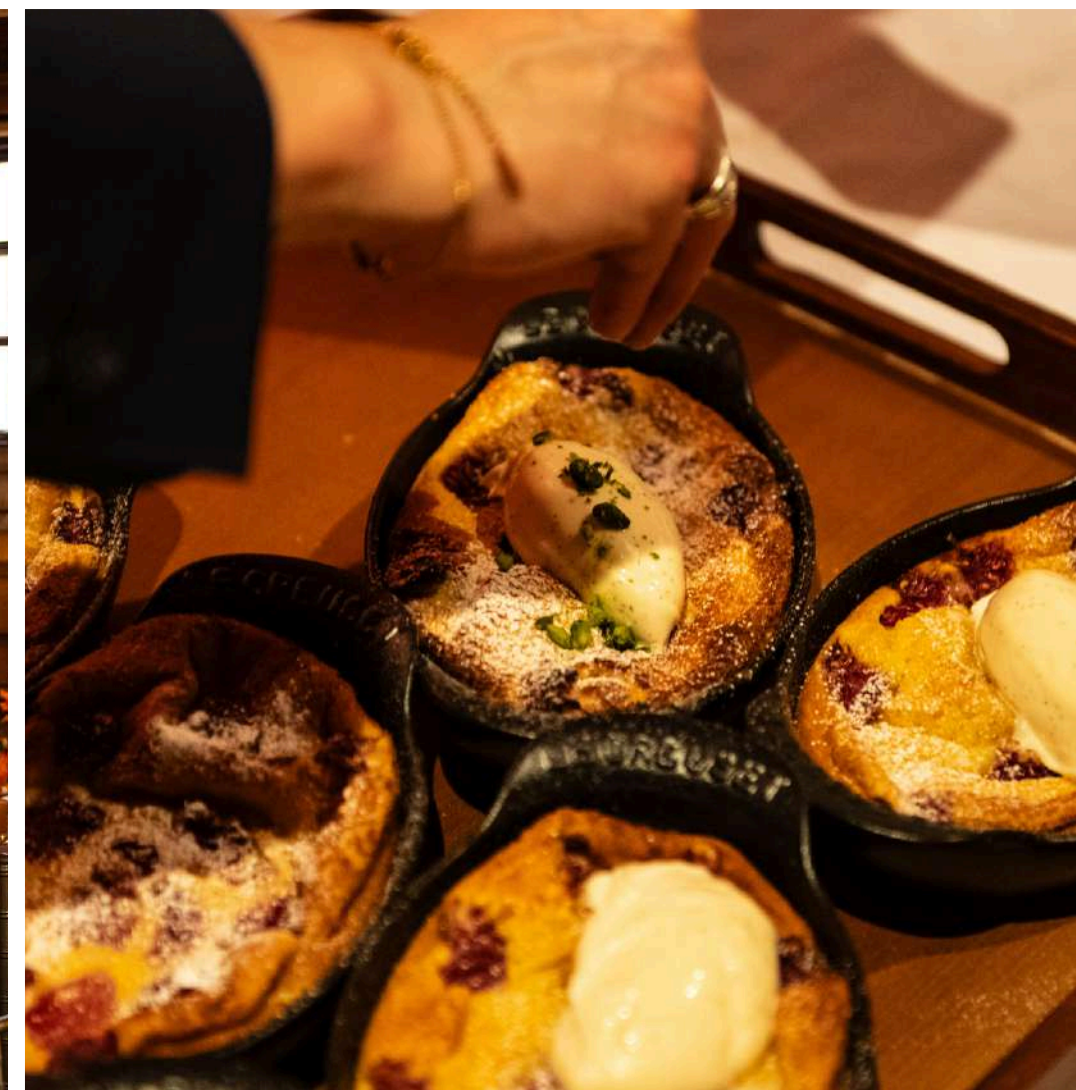
The Grande Salle, our private room located on Maison Assouline's 1st floor is ideal for soirées of varying sizes. Its complimenting backdrop undeniably creates an unforgettable experience. This floor also features a beautifully appointed preparation kitchen and an elegant coat check for your guests.

*Indoor Capacity: 40 Seated / 60 Standing*

*Indoor Size: 111.5 sqm / 840 sqft*

*Suggested Event Formats: Seated Dinners, Book Launches, Private Bar Hire, Corporate Gatherings, Panel Conversations, Trunk Show*









# MAISON ASSOULINE

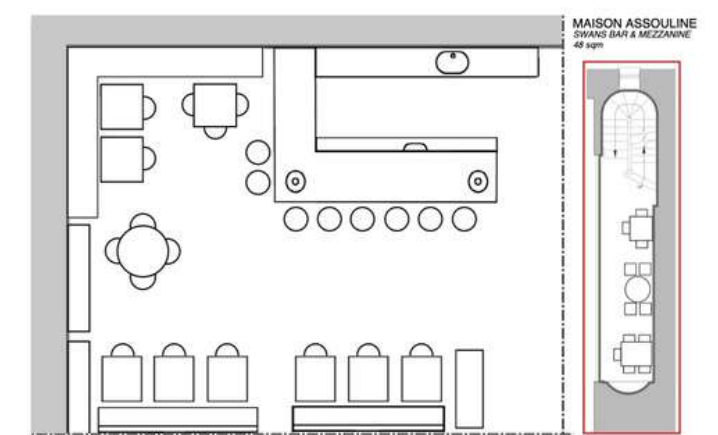
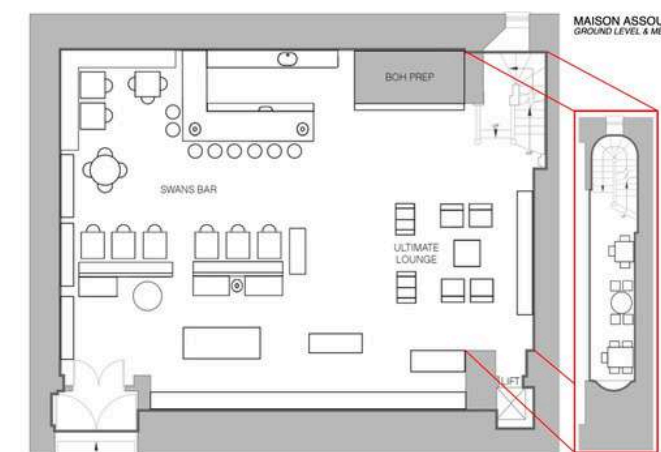
## *Private Hire*

Tailored to appeal to an abundance of culture enthusiasts and connoisseurs. Maison Assouline situated on London's Piccadilly presents multiple floors and event concepts to its consumer, each possessing a different atmosphere designed to excite, captivate and charm.

*Capacity: 120-150 Standing*

*Size: 202.5 sqm / 2,180 sqft*

*Suggested Event Formats: Large Scale Events, Launch Parties, Corporate Conferences, Exhibitions*







## BRAND PARTNERS

Select past brand partnerships featured. Inclusion does not imply current affiliation or endorsement.

**BURBERRY**



**LVMH**

**NETFLIX**

**GUCCI**

**LE CREUSET**

**THE PLAYERS'  
TRIBUNE**



**BOGHOSSIAN**

**KEN FULK**

**MOSCHINO**

**VALENTINO**

**CHRISTIE'S**

**AUDEMARS PIGUET**  
*Le Brassus*

**DE BEERS**

# PRICING

## PEAK | OCTOBER-FEBRUARY

## OFF-PEAK | MARCH-SEPTEMBER

### GROUND FLOOR & MEZZANINE

£7,500 (including Swans Bar)

### SWANS BAR (ONLY)

£4,000 - Minimum Spend (Evening hire only 6pm - 11pm)

### GRANDE SALLE

£3,100 (Private Room)

### MAISON ASSOULINE BUYOUT

£16,500

### GROUND FLOOR & MEZZANINE

£6,000 (including Swans Bar)

### SWANS BAR (ONLY)

£3,000 (evening hire only 6pm-11pm)

### GRANDE SALLE

£2,500 (Private Room)

### MAISON ASSOULINE BUYOUT

£12,500

*Food and beverages are not included in the pricing and can be requested separately; prices exclude VAT and service charges.*

*Room hire is available during Maison opening hours (Monday-Wednesday 10:30am-9pm, Thursday-Saturday 10:30am-11pm)*



# CONTACT

## MAISON ASSOULINE LONDON

196A Piccadilly  
London, W1J 9EY, UK

## HOURS OF OPERATION

Monday - Wednesday: 10:30AM - 7PM

Thursday - Saturday: 10:30AM - 9PM

Sunday: 12PM - 6PM

Email: [londonevents@assouline.com](mailto:londonevents@assouline.com)



