



PRESS RELEASE - Stockholm 13 November 2008

"Move in with the passionate antiques collector and his family"

Stockholm's new hotel chain – the Collector's Hotels

The trend for small, cosy hotels with a personal touch is strong internationally. The top hotels in big cities around the world that receive most media attention are increasingly different to the bland rooms regarded as ideals by the big hotel chains. In Sweden we're also seeing greater interest in authenticity and genuine quality in food, design and travel. We're looking for more homeliness and individuality – even when we travel. That's the reason for the new hotel chain, the Collector's Hotels.

The distinguished, family-owned Victory, Lord Nelson and Lady Hamilton Hotels in Gamla Stan, Stockholm's Old Town, are being merged to form the Collector's Hotels. The name of the chain aims to clarify the hotels' profile and offering, as well as broadening their operations.

"We have the ambition of expanding and opening new Collector's Hotels, both nationally and internationally; creating a chain is the first step," explains **Rickard Bengtsson, managing director of the Collector's Hotels**.

The name, the Collector's Hotels, is very apt: the three hotels are home to one of the world's largest and most unique collections of antiques and maritime objects. Gunnar Bengtsson, the founder of the hotels, is a passionate collector, who has travelled the world over the past 50 years to find his unique collector's items.

On the new interactive website www.collectorshotels.se you can find out more about the collection and listen to Gunnar's fantastic stories about the objects. The Collector's Hotels are owned and run by the Bengtsson family. In 1973 Majlis and Gunnar bought their first hotel on the street called Västerlånggatan. The second generation of Bengtssons joined the business 15 years ago and share responsibility for the hotels.

"We want to be the obvious choice for all guests who are looking for an enriching experience and more than just accommodation when they check into a hotel – irrespective of whether they're in London, Paris or Luleå in northern Sweden," says **Mats Bengtsson, hotel manager of the Collector's Hotels**.

The chain also includes the Leijontornet Restaurant, which has been awarded a star in the Michelin Guide, crowned "Restaurant of the Year" in the guide titled Sveriges Bästa Bord (Sweden's best table), and presented with the "Gulddrake" (gold dragon) award for the best restaurant or bar in Stockholm by DN, a major Swedish newspaper.



More information about the Collector's Hotels

The three hotels naturally have the antiques collection in common, but they differ in terms of their furnishings, size and service level. The Victory is somewhat more luxurious than the others, with larger rooms and first-class service. The Lord Nelson is more of a budget alternative, without compromising on personality and charm. The Lady Hamilton is in-between – regarding price, size and even geographically. As the name suggests, the hotel has a more “feminine” profile and includes “Lady Rooms”. These are specially equipped for women travelling alone.

VICTORY HOTEL (45 rooms), Lilla Nygatan 5.

Hotel manager: Mats Bengtsson

Tel: +46 8 506 400 02

E-mail: mats@collectorshotels.se

LADY HAMILTON HOTEL (334 rooms), Storkyrkobrinken 5.

Hotel manager: Annika Höft (née Bengtsson)

Tel: +46 8 506 401 01

E-mail: annika@collectorshotels.se

LORD NELSON HOTEL (29 rooms), Västerlånggatan 22.

Hotel manager: Annika Höft (née Bengtsson)

Tel: +46 8 506 401 01

E-mail: annika@collectorshotels.se

THE COLLECTOR'S HOTELS AB

Managing director: Rickard Bengtsson

Telefon: 08-506 400 01

E-post: rickard@collectorshotels.se

For general press enquiries, please contact:

Bibi Rydbacken, sales and marketing manager

Telefon: 08-506 400 04

E-post: bibi@collectorshotels.se

Press images:

For high-resolution versions of the press images and other images of the hotels, please go to:

ftp.stylttrampoli.com

Username: thecollectors

Password: press

Or call Bibi Rydbacken on +46 8 506 400 04

THE
COLLECTOR'S
HOTELS



Lady Hamilton Hotel – the girls' hotel

The Lady Hamilton is the chain's feminine and most romantic hotel that celebrates the memory of history's most passionate love story: the affair between Lord Nelson and Emma Hamilton, his mistress.

All girls, women and ladies who check into the hotel can stay in "Lady Rooms". These are specially adapted for women travelling alone. Each room includes a basket full of selected haircare and skincare products. The room also has fresh fruit, mineral water, a glossy magazine and chocolate to enjoy while you let the face mask pamper your skin. The rooms naturally also feature a good make-up mirror, a kettle for coffee and tea and a cosy bathrobe. For added safety, these rooms are all fitted with a spy hole and a safety chain.

At weekends the Lady Hamilton Hotel serves traditional afternoon tea, with a lavish, homemade buffet including scones with several types of marmalade, lemon curd, finger sandwiches, biscuits and a huge range of teas to choose from.

For more information, please contact

Hotel manager: Annika Höft (née Bengtsson)

Tel: +46 8 506 401 01

E-mail: annika@collectorshotels.se

www.thecollectorshotels.se



“Evidence of the 18th century’s Brangelina in Gamla Stan”

Emma Hamilton, better known as Lady Hamilton, was the mistress of Lord Nelson, Britain’s greatest naval hero. The couple had one of history’s most passionate and most talked-about love affairs at the end of the 18th century.

Lord Nelson, a married man, fell head over heels in love when he met the beautiful Lady Hamilton. He was definitely not expecting such a beautiful woman to throw herself into his arms and admire him from the moment they met. Presumably, although he was not tall, he had all the hallmarks of a hero: he had lost an arm, had impaired vision in one eye, a large bandage on his head and severe pain following his battles. But he had fame and power, which as we know are always thought of as attractive. Lady Hamilton radiated many qualities that Nelson did not see in his wife: emotionality, sexuality and a motherly nature.

Lady Hamilton had to cope on her own from an early age and her background was regarded as common. She was strong and had endured a lot. A strong, independent woman who took the initiative in a man’s world was sometimes perceived as threatening. The fact that this woman, with a dubious background, had an affair with Nelson made things very complicated. They went public about their unacceptable relationship as two of the first super-celebrities in Britain, which English society found very difficult to tolerate. The couple also had a daughter together, Horatia Nelson.

At the Collector’s Hotels you can see evidence of this love story that created a lot of rumours. For example, the collections include an original letter from Lord Nelson to Lady Hamilton (dated 22 September 1801). It is a unique love letter from a difficult time in history during the wait for peace between Britain and France. Countless portraits of the two were made, but virtually never as a couple, because they were both already married to other people. But at the Collector’s Hotels you can see a completely unique woven work of art in which they are actually depicted together. Parts of the couple’s dinner service from Merton Place, the home that they shared south-west of London, are on show in the hotels, as well as one of few paintings of their daughter, Horatia.