

PRESS RELEASE

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SOCIAL F+B THE DESIGN TALENT BEHIND HARRODS' INAUGURAL PRIVATE MEMBERS CLUB: ELEVATES THE LUXURY HOSPITALITY EXPERIENCE AT THE RESIDENCE, SHANGHAI

SHANGHAI – Appointed by iconic British luxury brand Harrods to design its inaugural private members' club, 'The Residence', their first in the world, SOCIAL F+B is a Hirsch Bedner and Associates (HBA) brand partner and an award-winning specialist design studio within the Group, creating, designing, and delivering exceptional restaurant and bar concepts world-wide.

'The Residence' brings one of the UK's most globally recognisable brand names, Harrods, to one of China's most famously vibrant cities, Shanghai. Elegantly situated within the historical Cha House, one of the city's most renowned architectural heritage sites, the design concept seamlessly blends the distinguished British heritage of Harrods and its signature luxury offering with the rich tapestry of Shanghainese culture. Harrods will deliver unparalleled guest experiences in this space, beginning with hosting celebrated British chef Gordon Ramsay, in his first ever dining destination in Shanghai. Gordon Ramsay's debut in China adds a culinary dimension that elevates the entire experience for members.

Harrods invited SOCIAL F+B to bring its renowned art of storytelling and design ethos to create a sense of place for their private club members, located on the second floor of Cha House, as well as for guests frequenting the Piano Bar on the first floor, which is accessible to the public. The result is an impeccably crafted and breathtaking interior design throughout, seamlessly blending the building's colonial baroque architecture with the richness of the heritage interiors. The affect is an air of 'regal' grandeur.

Stephan Brutti, Global Principal at SOCIAL F+B, said, "Working on this prestigious project for Harrods, within such a distinctive, historically important property was a real honour for the team. I am proud of the finished product that blends legacy and the contemporary to create spaces that are layered, comfortable and a joy to experience!"



The Cha House /Image: Harrods

By interweaving Harrods renowned opulence with the local design accents unique to Shanghai, the design pays respectful homage to the city's rich heritage. Every element has been carefully curated to blend the sense of place, whilst embodying the luxury synonymous with Harrods, from the intricately designed wall panels inspired by Chinese fans, the richness of the fabrics of bespoke furnishings to the customised art-deco display cabinets showcasing the club's collection of rare whisky bottles and cigars. Within this exclusive members' domain, each hospitality suite also boasts a unique interior character, offering highly personalized and exclusive spaces for indulgence and entertainment.



The Residence Private Members Club at Cha House / Image: Harrods



The Residence Private Members Club at Cha House / Image: Harrods



The Residence Private Members Club at Cha House / Image: Harrods

On the first floor of Cha House, SOCIAL F +B has created the Piano Bar, which is accessible to the public. With its grand piano and salon programme of concerts and recitals, guests are elegantly welcomed to enjoy this intimate bar, which also serves as a prelude to the celebratory atmosphere awaiting private club members on the second floor.



The Harrods Piano Bar at Cha House / Image: Harrods

The design for the Piano Bar was inspired by Harrods' legacy of luxury and the historical elegance of Cha House. The bar brings together a subtle theme of botanical with beautiful materiality. Clad with cylindrical glass filled with small air bubbles, the bar itself is reminiscent of the sparkling perlage of champagne, with its mirrored glass giving every appearance of it seemingly floating above the striking heritage tiled floor. SOCIAL F+B collaborated with HBA brand partner, Light Directions, to transition the space from day to night. Light Directions achieved this by augmenting the lighting, introducing 'multiple layers' to enrich the ambiance in the evening.

The SOCIAL F+B design concept and execution for Harrods offers private members and guests alike the opportunity to take an immersive journey through the finest in British luxury and Shanghaiese culture.

For more information about SOCIAL F+B and its design projects, please visit <https://socialfb.com/>

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About SOCIAL F+B

SOCIAL F+B, a brand partner within HBA Group, is a strategy-led, hands-on hospitality design agency dedicated to creating, designing, and delivering exceptional restaurant and bar concepts globally. With offices strategically located in Dubai, Singapore, and Bangkok, SOCIAL F+B boasts a unique collective of world-class hospitality and design professionals who design with a multidisciplinary mindset and a holistic approach based on professional insight. Since its inception in 2015, Social F+B has collaborated with its extensive network of hospitality experts to carry out a number of incredible projects globally, including The Sphere and Arrazuna (at The Link, One&Only One Za'abeel, Dubai), Xizhou Hall (at Park Hyatt Suzhou), Sabia (at One & Only Hotel Portonovi), and The Ledge by Dave Pynt (at Waldorf Astoria, Maldives). For more information, visit socialfb.com follow us on [LinkedIn](#) and [Instagram](#)

About Light Directions

At Light Directions, we believe in Illumination by Design. We are a professional lighting design company originating in Hong Kong and operating for over 30 years. We are now eight studios globally and a brand partner of the HBA Group. Our design teams bring their extensive lighting know-how and experience to create beautiful, integrated, and highly efficient lighting solutions to a space. We pride ourselves on practical details, working with other design disciplines to realize the best solutions. For more information, visit lightdirections.com and follow us on [LinkedIn](#) and [Instagram](#)

About HBA

Hirsch Bedner Associates (HBA) is a renown global hospitality design firm that has been leading the industry since 1965. With 1,200 designers in 23 offices across major global cities, the firm creates a unique sense of place for today's most anticipated hotels, luxury brands, and world-class residences, with 2,000+ completed projects in over 80 countries. Driven by a passion for storytelling through design, the inspired team creates holistic solutions tailored to client needs in a creative collective of designers, in-house specialists, and brand partners, including studio hba, HBA Residential, HBA architecture, HBA graphics, HBA DNA, HBA leisure, HBA Procurement, SOCIAL F+ B, Light Directions, and CANVAS Art Consultants. For more information, visit hba.com and follow on [LinkedIn](#) and [Instagram](#).