



HIDE & SEEK



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THE
CONCEPT

HIDE & SEEK

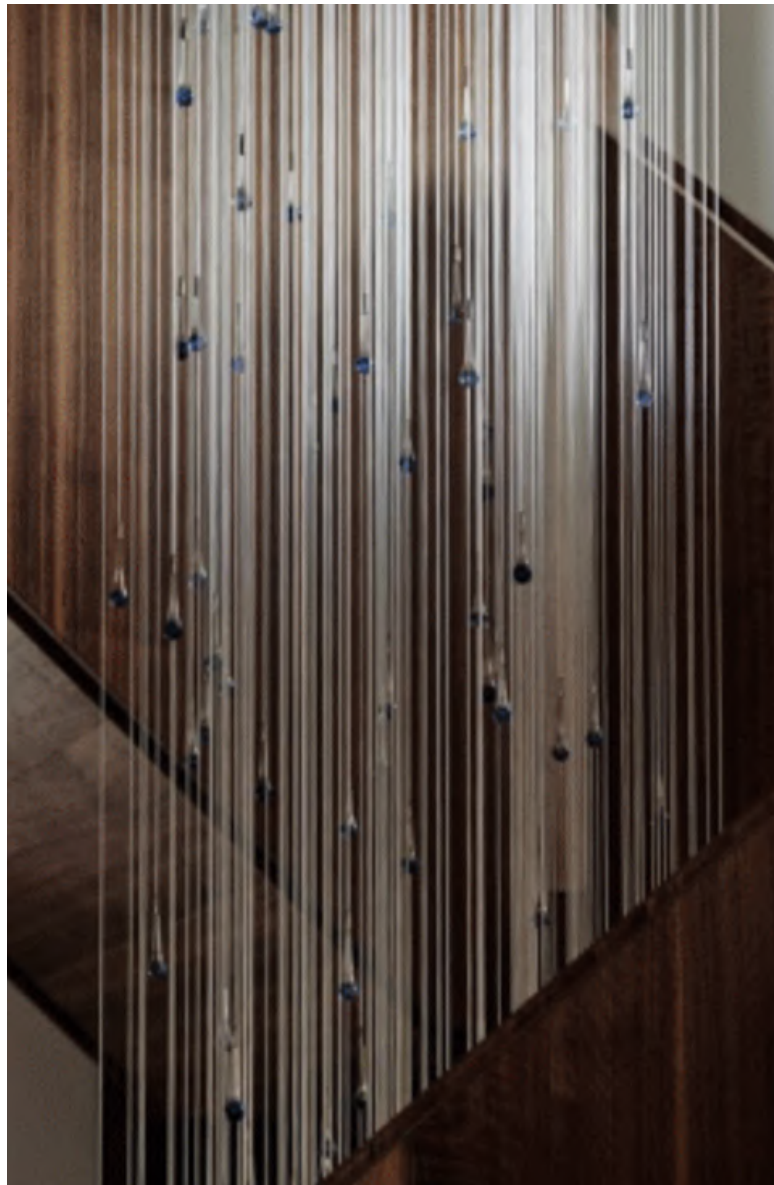
Hide & Seek is a brand-new hybrid concept from the *Hedonism Group*.

Hide & Seek looks to combine the most progressive elements of Michelin* restaurant *HIDE* & the iconic *Bar Below* with fun elements of both *Hedonism Wines* & *Hideaway* London, blending it into a fluid & adaptable framework with a greater focus on dining theatre, including optional live djs adding a new zest, energy & vibe to the whole drinking & dining experience.



HIDE & SEEK

Site dependent, there can be any number of distinct, design-led zones: a glamorous cocktail bar, sophisticated dining experience, an elevated yet casual cafe & beautiful terrace lounge each space having a unique atmosphere & providing the opportunity to attract a variety of audiences across different times of day & week.

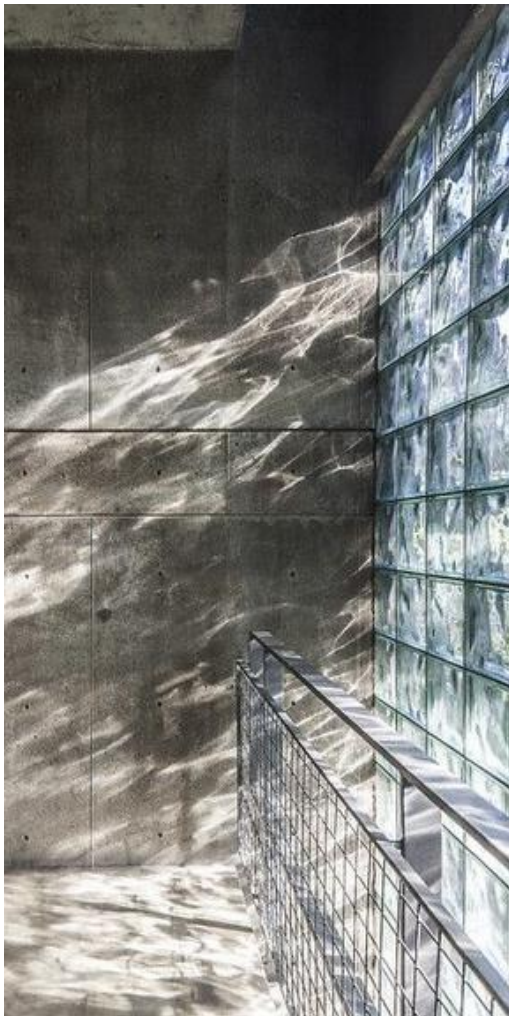


HIDE & SEEK

The F&B offer for *Hide & Seek* embodies the emphasis on quality, refinement & striking presentation that have become the defining features of *Hedonism* & *HIDE* in London. Stunning, Instagram-worthy dishes are paired with delicious coffee, an unrivalled wine list & a carefully curated choice of cocktails.

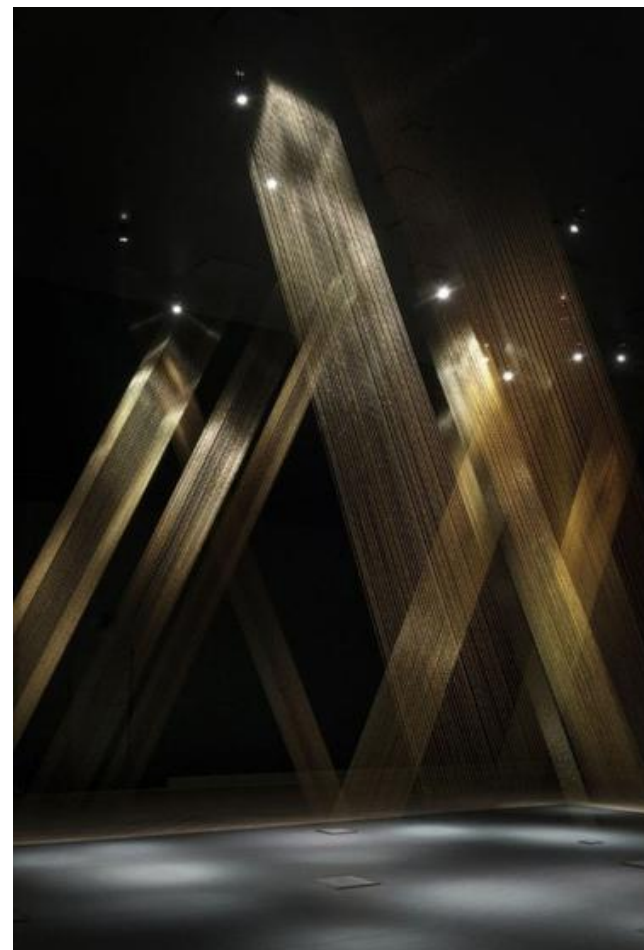


HIDE & SEEK



The interiors, designed by London-based *Studio Caché*, play an equal role in ensuring an unforgettable experience of *Hide & Seek* every time. With its exceptional attention to detail & craftsmanship, use of only the best & most luxurious materials with a beautiful visual outcome, the design will become just as much of a talking point & allure as the F&B offer.

HIDE & SEEK

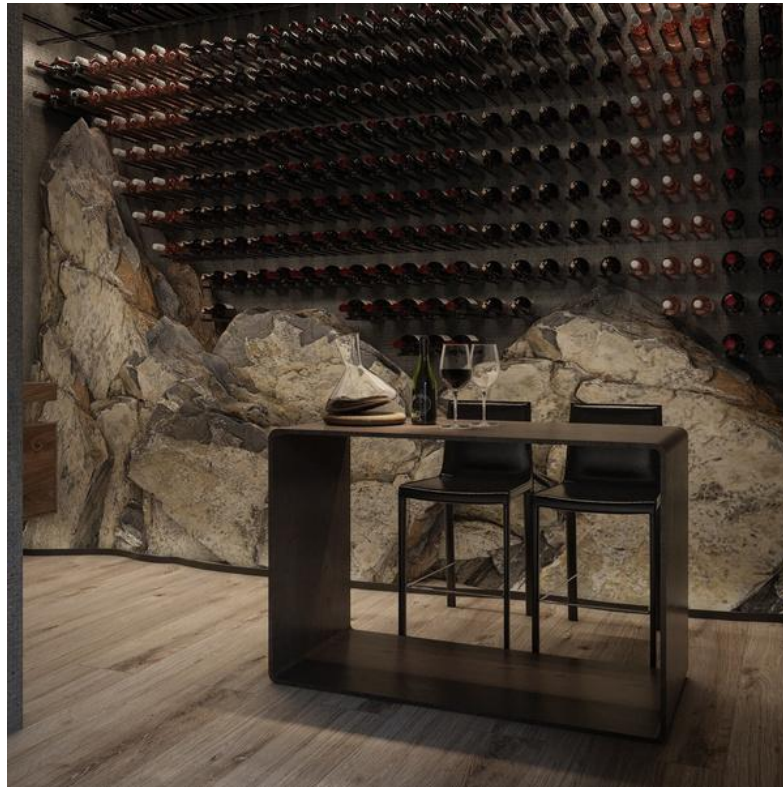


THE BAR

A hidden, lavish & dark space that offers a retreat from the bright lights into a world of whispers, laughter & the clinking of glasses.

The colour scheme is luscious, rich & enticing, with darker burgundies, amber & deep blue hues. The material palette consists of velvets, soft natural leather & fine wood. Gleaming bottles provide a warm glow & reflect the low-level lighting to create a playful, sensual atmosphere.

HIDE & SEEK



ALL-DAY RESTAURANT

The place to indulge the senses, to be seen & to watch, but also to hide. During breakfast & lunch this versatile space feels uplifting & buzzy. In the evening it is intriguing & sumptuous.

Luxurious surfaces & furniture, paired with weightless fabrics, mirrors & tactile materials offer a refinement befitting the menu. Striking lighting features, installations & illusions create visual intrigue & a talking point for the dining clientele.

HIDE & SEEK

LUXURY CAFE

The cafe is light, airy, playful & the more feminine counterpart to its siblings. The design is multifunctional & allows for the space to be adapted for events such as product launches, private functions & press/media lunches.

The palette continues the emphasis on natural materials & plays with contrasts of finishes - the polished with the porous, the nebulous & delicate with the firm. Colours are light & delicate with a predominantly taupe & cream palette. Brass & gold detailing & finishes vein through the other materials.



HIDE & SEEK



ROOFTOP TERRACE LOUNGE + DJ

Giving the illusion of being in a non-urban environment, the incredible roof terrace is a space to unwind, have a drink with friends & enjoy the music & conversation.

The focal point of the design is a central bar with an integrated DJ booth. There are plays of light and shadow, combination of greenery & natural materials that help create a fresh, playful & lively atmosphere as well a sense of retreat from the world below.



HIDE & SEEK



BEACH CLUB

Highlighting the true versatility of the *Hide & Seek* concept, guests will enjoy the relaxed yet elevated offer of a *Hide & Sea* in the sun, where the signature elements including Michelin* quality dishes & high calibre cocktails combine to create a cool, casual yet sophisticated beach front social space.



HEDONISM
GROUP



The Hedonism Group has grown organically over the past 12 years.

Hedonism Wines was a wine market disruptor of immense proportions, rocking the London & International wine markets in a way never seen before.

Hideaway, the small but spirited sibling of HIDE, opened its permanent Mayfair location in 2020, following successful pop-ups at Burlington Arcade & Chelsea Barracks. The concept has proven to be scalable & adaptable to international markets & audiences.





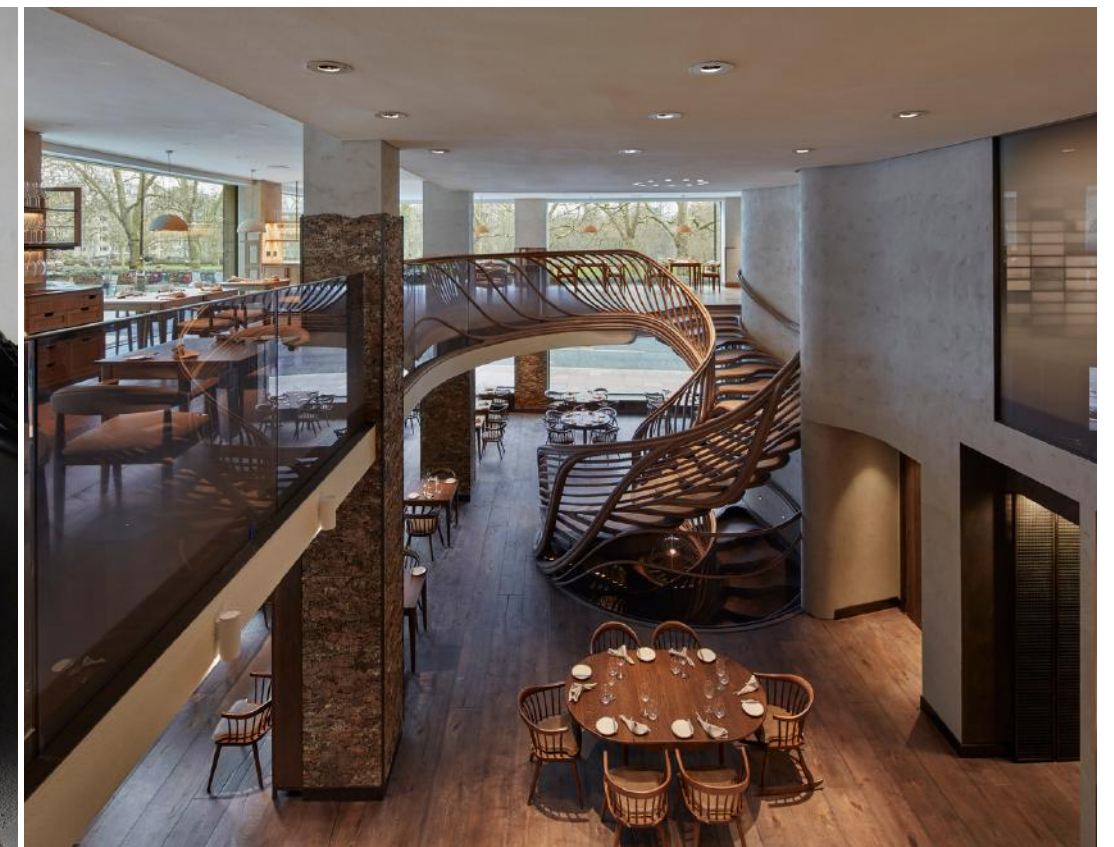
HIDE

HIDE opened in 2018, within six months it had been awarded a Michelin* as well as a coveted five stars in the London Evening Standard. Located at 85 Piccadilly, *HIDE* enjoys incredible views over Green Park & offers a relaxed, holistic setting in which to savour seasonal cooking at its best, complemented by the UK's most comprehensive wine list.

Spread over three floors, two light-filled dining rooms are set around a breath-taking central staircase, enjoying tranquil views over Green Park. When you are eating at *HIDE*, from the décor around you to what is on your plate, you could be nowhere else, a unique signature in a crowded marketplace, a showcase of barefoot luxury.

A winner of numerous accolades, as London's largest & busiest Michelin* destination, often serving up to 600 guests daily Michelin* calibre dishes, from 7am breakfast through to post-theatre supper parties, *HIDE* is an elite London venue year-round.

hide.co.uk



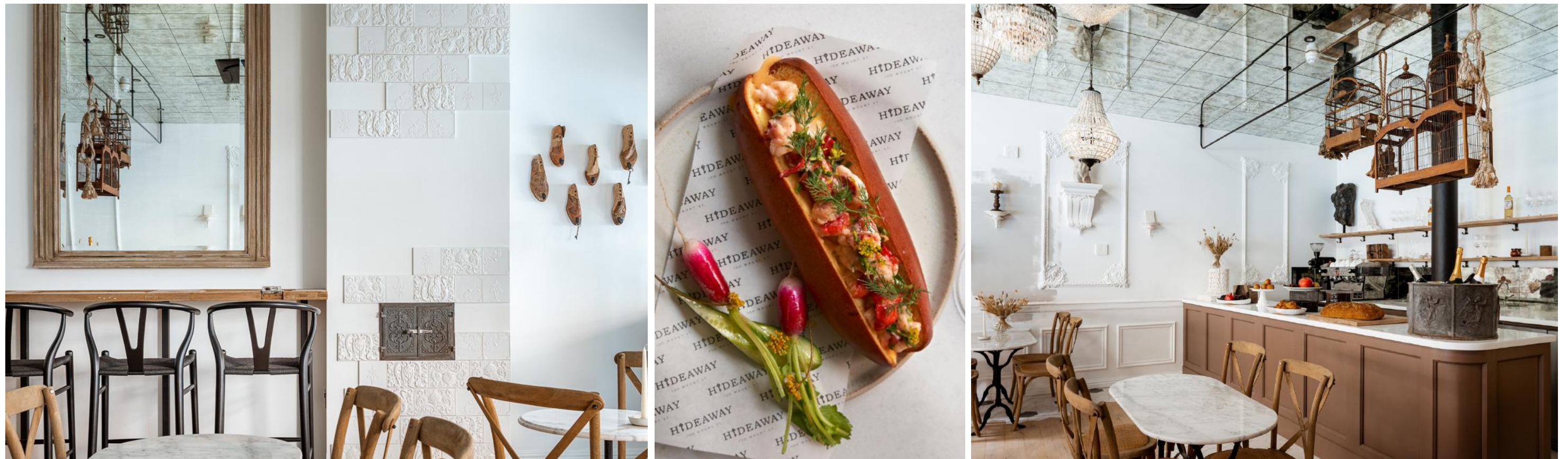
HIDEAWAY

100 Mount Street

Since opening its doors in 2021 *Hideaway* Mount Street has become one of the most talked about & popular luxury cafes in London. With an Instagram following of over 24k, it frequently features in guides to the best eateries in the city as well as being lauded for its interior design in publications such as Condé Nast Traveller & Portaire.

Hideaway's menu is a perfect balance of the decadent & the healthy, with delicious, beautifully presented dishes & a superb selection of coffees, teas and fresh juices.

hideawaylondon.co.uk



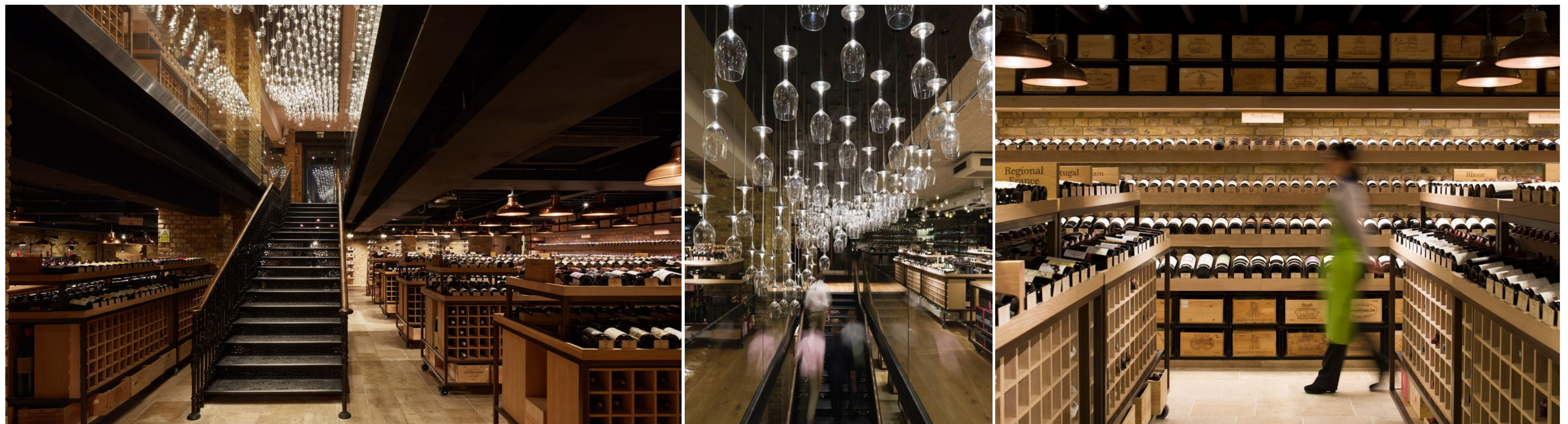


Established in August 2012 & located in the heart of London's Mayfair, *Hedonism Wines* is a fine wine & spirits boutique with over 10,000 lines of fine wines & rare spirits housed within 8,000 square feet of temperature & climate controlled environment.

Hedonism has redefined luxury drinks retail & since its opening has won some of the most prestigious industry awards, from Decanter Magazine's much coveted Wine Merchant of the Year through to Drinks Retailing, Luxury Retailer of the Year for 5 of the past 6 years plus 3rd place in the incredibly competitive Harpers UK's 50 Best Indies Award for 2023.



hedonism.co.uk



BAR BELOW



Bar Below is the destination bar at *HIDE* with its own, distinct personality, where diners & drinkers alike can descend the iconic staircase to enjoy a classic cocktail or contemporary creation. It offers an impressive list of the world's finest & rarest spirits: all available for you to taste.

The focus of the cocktails at *HIDE* is flavour. Whether the main flavour is a spirit, fruit or a vegetable, our aim is to present it in the very best way we can, using both modern & classic techniques. Further to the house selection of cocktails, all the classics are available as well as an excellent selection of spirits from all over the world. There is a wide selection of both familiar & more exotic expressions like Macallan 25YO Anniversary Malt 1971, The Cask of Yamazaki 29YO in Mizunara Oak 1979 & Cambridge Distillery Truffle Gin.

hide.co.uk/below



LICENSING
AND
FRANCHISING

The *Hedonism Group* has an enviable portfolio of high-profile brands *HIDE*, *Hideaway* & *Hedonism Wines*, all with high recognition value amongst our incredibly loyal HNW international client base.

We are excited to be looking to collaborate with select partners in the UK & overseas as we look to grow & expand our new & existing brands.





Hide & Seek, as a hybrid formed of the best elements of each operation will share in the hard-earned reputation for quality & excellence built up by the Group over the past decade.

All *Hedonism Group* businesses are geared to make trading profit & we are confident that our operating experience, in partnership with your energy & drive, will make a strong & successful business model, blending high margin & high-quality produce in a unique environment.

With a far-reaching database of clients Worldwide, the *Hedonism Group* will help support & nourish all new ventures to ensure they succeed.

TRAINING
AND
SUPPORT

HIDE & SEEK

Hide & Seek Licensees will benefit enormously from the Michelin* pedigree & acquired experience of high calibre Front of House, Operations & Kitchen teams working within the *Hedonism Group*.

The Hide & Seek menu will be developed by our Michelin* team at *HIDE* with immersive, thorough training & support offered to all Franchise partners.



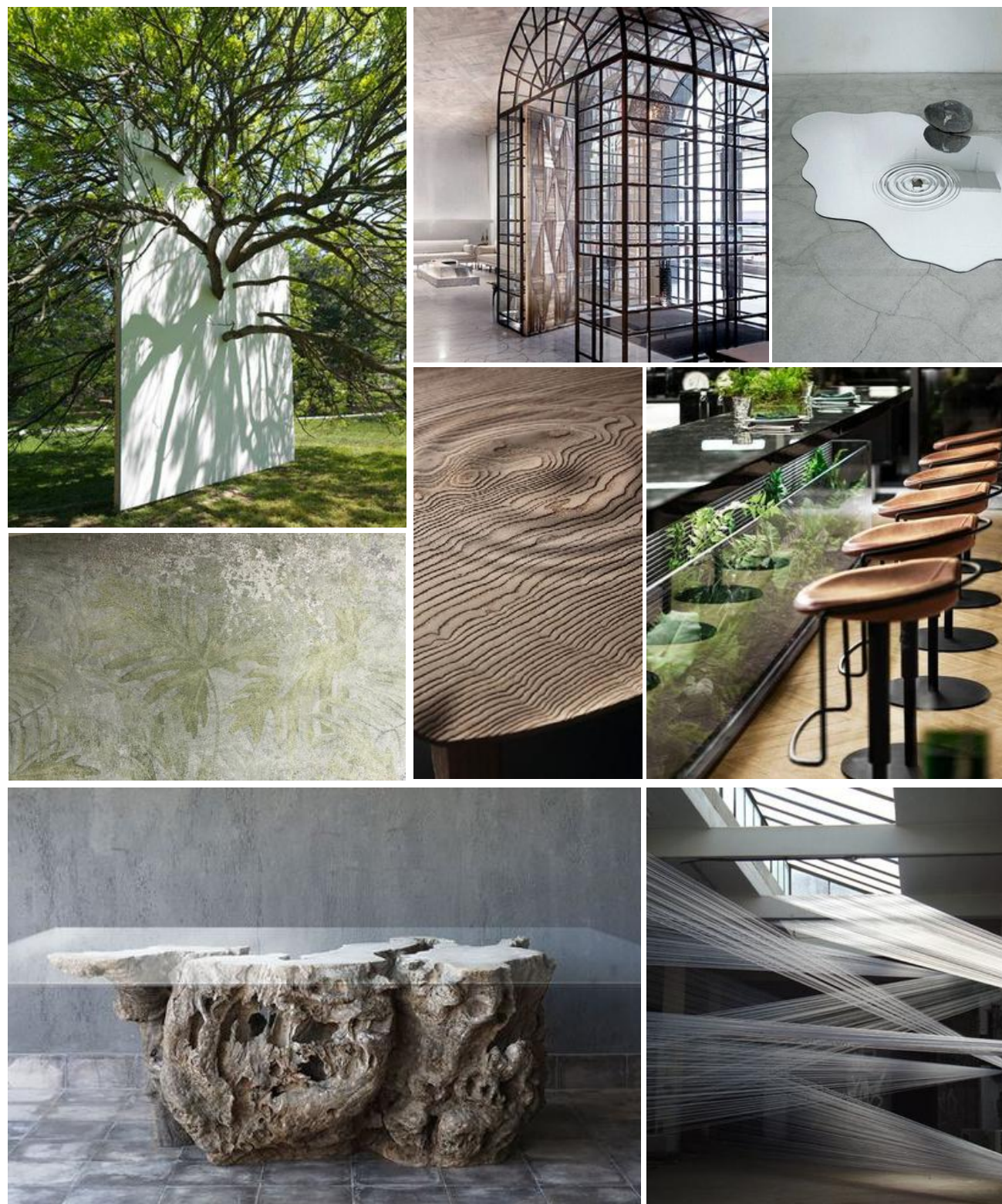
HIDE & SEEK

The senior team's unique set of skills, honed from a deep understanding of the demands of luxury retail plus the precision of Michelin* dining have been combined with a heightened awareness of what the high net worth client is searching for, resulting in an offer that is aiming to constantly surprise & exceed all expectations.

If you are interested in finding out more about Licensing or Franchising a *Hide & Seek*, please click [here](#)



THE
INTERIOR DESIGN

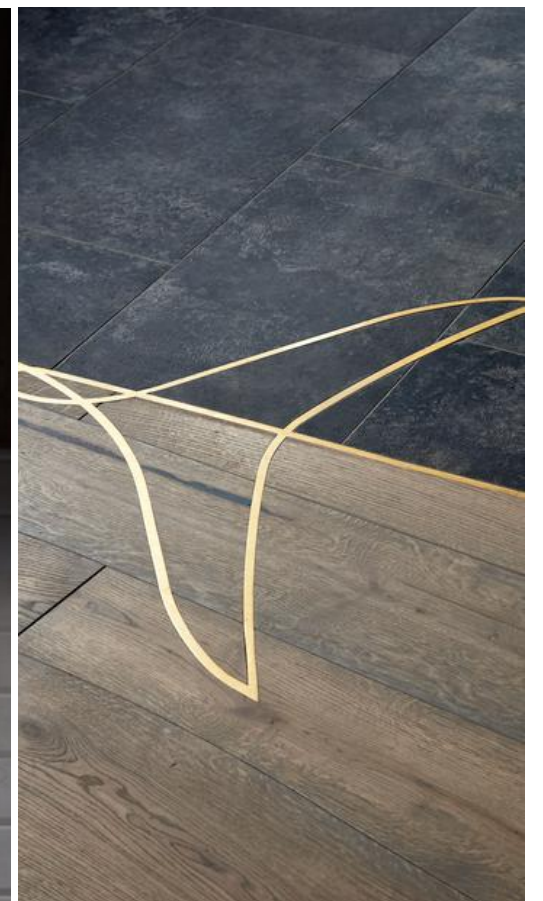


Studio Caché are our designated design partner. With attention to detail as the core of the Studio's design ethos, along with an emphasis on luxury natural materials, custom artisanal finishes, & carefully curated FF&E, *Studio Caché* produces designs that are playful, quirky & above all, timeless.

studiocache.co.uk



Studio Caché is a London-based design studio specialising in interiors & branding. Founder & creative director Tatiana Fokina leads an experienced team that have successfully delivered a diverse portfolio of projects internationally. While timelessness & understated luxury form the core of their ethos, the studio adopts a holistic approach, with consideration given not only to client preferences but also the architecture of the space & the environment of its surroundings.



THANK YOU