

Minor Hotels to Bring Minor Reserve Collection to the UK with Reimagining of London's Iconic Dukes

The historic St James's landmark will relaunch in Spring 2027 following a complete transformation whilst retaining the legendary Dukes Bar



▲ The Delany Drawing Room at Dukes London, Minor Reserve Collection.

October 1, 2026: [Minor Hotels](#), a global hotel owner and operator with more than 640 properties across 67 countries, has signed a management agreement to operate Dukes London at 35 St James's Place. The landmark property will join the newly launched Minor Reserve Collection, marking the luxury brand's debut in the UK.

Occupying a coveted address in St James's, London's historic royal district, Dukes has welcomed statesmen and cultural icons since opening in 1908. Currently undergoing an extensive multi-year transformation led by Russell Sage Studio, the 85-key property will reopen in Q2 2027 as [Dukes London, Minor Reserve Collection](#), with redesigned guest

rooms and suites, including 13 executive suites and five signature suites inspired by the notable characters and rich heritage of St James's.

One of the hotel's defining features, the legendary Dukes Bar, will remain open throughout the renovation, continuing its iconic tableside frozen martini ritual. Over the decades, the bar has welcomed royalty, politicians and cultural figures from around the world – and legend has it that Dukes Bar famously inspired author Ian Fleming's vision of James Bond's martini.

Upon reopening, Dukes London will introduce a new restaurant, partnering with The Wolseley Hospitality Group, which is owned by Minor Hotels. A new addition to the property is The Delany Drawing Room, which is now operating as a lounge and bar serving a curated list of 160 whiskies, in addition to a selection of Champagnes and cocktails. When the hotel relaunches next year The Delany Drawing Room, which also features a conservatory and secluded garden, will serve afternoon tea and will become an intimate setting for private events, drinks receptions and gatherings.

The Dukes London, Minor Reserve Collection agreement builds on a longstanding relationship between Minor Hotels and Seven Tides, a holding company with an established presence in both Dubai and London. The partners already collaborate on multiple prominent UAE hospitality assets, and Dukes London represents their first hotel project together in Europe.

“Bringing Minor Reserve Collection to the UK through Dukes London is a defining moment for the brand,” **said William E. Heinecke, Chairman and Founder of Minor International, parent company of Minor Hotels.** “Few hotels capture the character and heritage of London quite like Dukes. Together with our trusted partner Seven Tides, we look forward to the hotel’s next chapter, preserving Dukes London’s unique identity while expanding its reach through Minor Hotels' global luxury platform.”

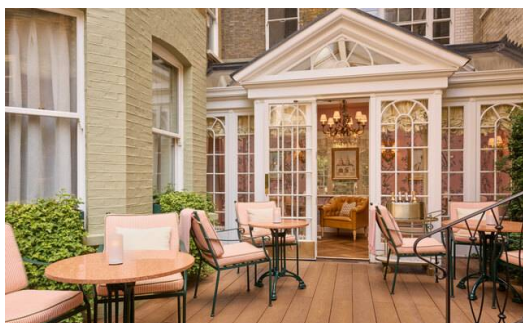
“This strategic appointment builds on Minor Hotels’ successful management of our Dubai hospitality portfolio and creates greater synergy across the Group,” **said Ghanim Bin Sulayem, Group CEO and Managing Director of Seven Tides.** “The outstanding

contribution of the Dukes London team has been instrumental in preserving the character and service excellence that define this iconic property. As we embark on this exciting new chapter, we look forward to partnering with Minor Hotels to unlock the full potential of Dukes London, strengthening its reputation as one of London's most distinguished luxury hospitality destinations.”

With its address in St James's, the hotel is ideally situated for leisure visitors looking to explore Buckingham Palace and the city's central Royal Parks, including Green Park, St James's Park, and Hyde Park. The luxury shopping and theater districts are in close proximity, with Green Park, the closest tube with access to St Pancras International Station and Heathrow Airport, just five minutes' walk.

Launched in 2025, Minor Reserve Collection is Minor Hotels' luxury soft brand for exceptional independent hotels defined by character, heritage and a strong sense of place. The collection currently includes [Hotel Palace Portorož](#) in Slovenia, relaunching in the first quarter of 2027; Aventura Resort Baía Formosa in Brazil, opening in 2028; and Dukes London in St James's, reopening in Q2 2027. With a growing global pipeline, Minor Hotels is expanding the collection in key luxury destinations, partnering with distinctive hotels that seek to preserve their independence while benefiting from the group's international sales, marketing and distribution platform.

For more information about Dukes London, Minor Reserve Collection, please visit <https://www.minorhotels.com/en/upcoming-openings/dukes-london-minor-reserve-collection>.



About Minor Hotels

Minor Hotels is a global leader in the hospitality industry with more than 640 hotels, resorts and branded residences in operation and committed development across 67 countries. The group crafts innovative and insightful experiences through its hotel brands including Anantara, Elewana Collection, The Wolseley Hotels, Tivoli, Minor Reserve Collection, NH Collection, nhow, Avani, Colbert Collection, NH, Oaks, and iStay, as well as a diverse portfolio of restaurants and bars, travel experiences, and spa and wellness brands. With over four decades of expertise, Minor Hotels builds stronger brands, fosters lasting partnerships, and drives business success by always focusing on what matters most to our guests, team members and partners.

Minor Hotels is a proud member of the [Global Hotel Alliance \(GHA\)](#) and recognizes its guests through one unified loyalty program, [Minor DISCOVERY](#), part of GHA DISCOVERY.

Discover our world at minorhotels.com and connect with Minor Hotels on [Facebook](#), [Instagram](#), [LinkedIn](#), [TikTok](#) and [YouTube](#).

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Contact details

Jessica Bradford
jessica@2bprinc.com
[\(626\) 379-2381](tel:(626)379-2381)

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