



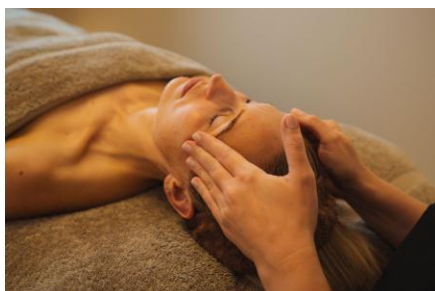
CLIVEDEN

CHEWTON GLEN
NEW FOREST

FOR IMMEDIATE RELEASE

JULY 2025

**ICONIC LUXURY HOTELS DEBUTS EXCLUSIVE DECREE SPA TREATMENTS AT COUNTRYSIDE PROPERTIES
CLIVEDEN HOUSE AND CHEWTON GLEN**



London (23 July 2025) - This month, two of Iconic Luxury Hotels' prestigious country house hotels, [Chewton Glen Hotel & Spa](#) and [Cliveden House](#), are delighted to announce an exclusive debut partnership with Decree, the doctor-led, science-backed skincare brand founded by Dr Anita Sturnham. Known for their tranquil settings and innovative spa experiences, the hotels will become the first in the UK to offer Decree's bespoke treatments, bringing a new level of luxury wellness to their existing offerings.

Treatments will be available to both in-house hotel guests, spa members and non-residents across both Chewton Glen and Cliveden House, with three treatments regimes to choose from:

- **Revitalising Facial (60 minutes)** - Guests are invited to awaken their skin with the Decree Revitalising Facial, meticulously designed to revitalise skin dulled by fatigue and stress. Utilising Decree's unique AM protocol, cooling tools are introduced to awaken the senses, coupled with advanced tension-releasing massage techniques and lymphatic drainage to infuse every pore with vitality. Guests can experience the awakening of their complexion and leave feeling energised, uplifted, and radiant.
- **Restorative Facial (60 minutes)** - As the day draws to a close, guests can fully unwind with the Decree Restorative Facial. This tranquil treatment is specifically crafted to soothe the overstimulated, re-centre and restore. Through their unique PM focused products combined with



CLIVEDEN

CHEWTON GLEN
NEW FOREST

warmth, gentle cleansing and rhythmic massage, this facial effectively melts away the day's stressors, preparing the skin for restorative rejuvenation, ensuring a radiant complexion upon waking.

- **By Decree Bespoke Facial (60 minutes)** – Specifically created for Chewton Glen and Cliveden House, guests can experience precision skincare with the Decree Signature Facial, tailored exclusively to each spa. This results-driven treatment includes a gentle cleanse, exfoliation with airbrushing acid, a targeted mask infusion, and advanced microcurrent sculpting. LED light therapy calms the skin and boosts collagen, while carefully selected Decree products leave the complexion radiant, lifted, and nourished.

Founded in 2019 by Dr Anita Sturnham, a General Practitioner specialising in Dermatology with over 20 years of experience and the respected wellness and aesthetic clinic in London, Nuriss Clinic, Decree is a science-backed, simplified skincare system which provides everything needed in a minimalist, multitasking regimen. It streamlines the complicated cosmeceutical market by providing all skin types with a clinical grade, easy to use and highly efficacious protocol. Using vegan and sustainably focused products with clean, effective, and science backed ingredients, Decree has become a staple for individuals seeking high performance skincare solutions that deliver noticeable results.

Kerry Hudson, Spa Director for Iconic Luxury Hotels says *"We are delighted to introduce Decree's visionary skincare philosophy to our spas at Chewton Glen and Cliveden House. At Iconic Luxury Hotels, we are committed to continually enhancing our existing spa offerings by partnering with the industry's most respected and innovative brands. Whether guests are seeking relaxation, or targeted results, Decree promises a transformative spa experience"*.

Dr. Anita Sturnham continues, *"I am thrilled to announce our exclusive partnership with Chewton Glen and Cliveden House, two of the UK's most esteemed luxury hotels. This collaboration allows us to bring Decree's innovative facial treatments to a discerning clientele who value both holistic wellness and scientifically backed skincare. Our mission has always been to simplify and enhance the skincare experience, and partnering with these iconic properties enables us to offer guests an unparalleled spa experience in truly serene settings."*

Cliveden House is a place of unparalleled luxury in which to escape, renew and refresh. Honouring over 350 years of illustrious history, the Cliveden Spa is set within a secluded walled garden, screened by mellow brick walls covered with scented roses. Guests experiencing these new treatments will discover a tranquil oasis complete with indoor and outdoor swimming pools offering a true sense of wellbeing and relaxation.



CLIVEDEN

CHEWTON GLEN
NEW FOREST

Chewton Glen Hotel & Spa is arguably the 'Original English Country House Hotel' this award-winning spa is a sanctuary offering a range of bespoke body and facial treatments, a hydrotherapy pool, thermal facilities and heated indoor and outdoor swimming pools, whilst the 130 acres of grounds offer countless walking paths and cycling trails that allow visitors to embrace the surrounding natural beauty of its coastal location and nearby New Forest National Park.

Press Contact:

J/PR

Francesca Moore

iconic@jpublicrelations.com

Iconic Luxury Hotels

Angela Day

angela@iconicluxuryhotels.com

-ENDS-

About Cliveden House

Cliveden House is a five-star luxury hotel; the building is owned by the National Trust and operated under a long lease arrangement by Iconic Luxury Hotels. Less than 45 minutes west of London and 20 minutes from London Heathrow Airport, the hotel has 47 spacious rooms and suites in the main mansion plus Spring Cottage, a summerhouse on the banks of the River Thames, together with boathouse and boats, a luxurious spa and a range of sporting and leisure facilities. The Cliveden Dining Room is complemented by the relaxed informality of The Astor Grill, together with a range of private dining, banqueting, and meeting facilities. A member of Relais & Châteaux, Cliveden is unique, the setting, architecture and interiors all speak eloquently of extraordinary extravagance and remarkable refinement. There is a palpable sense of history for this is a house that for well over 350 years has been dedicated to the pursuit of pleasure, power, and politics.

About Chewton Glen

Chewton Glen is a five-red star privately-owned luxury country house hotel, located on the edge of the ancient New Forest National Park in Hampshire and just a few minutes' walk from the sea. A member of Relais & Châteaux, this family-friendly resort features an award-winning restaurant, world-class spa and leisure activities, luxurious accommodation and modern meeting facilities and a Children's Club. The hotel has 72 individually designed bedrooms and suites including 14 tree-house suites, a nine-hole par three golf course, croquet lawn, indoor and outdoor tennis courts, a spa which has been voted the best in Europe and a purpose-built cookery school, bakery and an informal restaurant opened in association with James Martin.

About Decree

Smart. Straightforward. Scientific. Supportive. Decree is a results-driven skincare range created by leading GP and dermatology expert Dr Anita Sturnham. Backed by over 20 years of clinical experience, Decree delivers therapeutic doses of proven actives through a simplified AM, PM, Weekly, and SOS routine of multi-tasking products. Designed for all skin types, concerns, ages, and genders, this streamlined system delivers maximum results with minimal effort - supporting consistently clear, healthy, radiant skin.



C L I V E D E N

CHEWTON GLEN
NEW FOREST

About Iconic Luxury Hotels

Iconic Luxury Hotels was founded in December 2016 and is an expanding hotel company with an international focus. The collection of owned and managed hotels comprises an eclectic mix of properties, each of which celebrates distinctive architectural style, cultural heritage, and natural surroundings. Each property has its own character, traditions, and stories but they share a common commitment to delivering outstanding experiences.

The current portfolio includes some of the world's most famous hotels from Cliveden House, one of England's finest country estates, to the Hotel Excelsior in Italy which is the home of the Venice International Film Festival. The other UK hotels comprise the Chewton Glen, an English estate on the South Coast; The Lygon Arms, a 14th Century Coaching Inn in the Cotswolds; 11 Cadogan Gardens in Chelsea, one of London's most prestigious residential neighbourhoods; The Mayfair Townhouse which sits in the heart of exclusive Mayfair; and the newest addition to the UK collection The Chelsea Townhouse, which opened its doors in September 2023. Late 2024 saw the opening of the luxurious Palm House in Palm Beach, Miami, Florida, Iconic Luxury Hotels first US property and this summer will see the opening of Hotel Gran Marbella, in Spain.

Iconic Luxury Hotels is part of L+R Hotels, a family-owned global hotel investment and management company with an extensive portfolio of more than 115 hotels, with 23,000 bedrooms across the UK, Europe, the US, and the Caribbean. With an evolving collection, ranging from select service hotels in Europe's most sought-after cities, to opulent, five-star assets and breath-taking leisure resorts, many of which are in the world's most exclusive locations, including Barcelona, Grand Cayman, Ibiza, London, Los Angeles, Mallorca, Monte Carlo, Turks and Caicos, Venice and more.