
No. FIFTY CHEYNE

No. Fifty Cheyne Brand Bible

BRAND VALUES

Family

Character

Glamour

Heritage

Craft

Generosity

Our values form the framework behind our behaviours: they are our unique belief system and what we stand for as a brand.



FAMILY

In everything we do, we are bound and supported by a strong sense of family. From the renowned local Chelsea family who founded and still run No. Fifty Cheyne, to our relationship with our faithful guests, and the closeness within our team and trusted suppliers: No. Fifty Cheyne is a place where you always belong.



CHARACTER

In contrast to more modern, high-turnover establishments which may lack real soul or finesse, we pride ourselves in our sense of character: in the richness of our style, service and the experience at No. Fifty Cheyne.

Instead of operating from a place of ego or competition, we create from a place of true distinction. Simply fitting in isn't our style – and we seek to celebrate this.



GLAMOUR

Some call it old-school charm, but the twinkle of glamour is simply the Cheyne way. Through our passion for entertaining, our traditional values and insistence on indulgence, we create this inimitably enchanting environment, which makes us a magnet for those with good taste.



HERITAGE

We acknowledge and respect our roots and the fact that true craft takes time. We are proud of our history, and advocate a deeper, richer and fuller experience of hospitality: where guests are known by name and are confident in spending their precious time with us.

We encourage our guests not to rush, but to take their time and indulge: the old-fashioned way.



CRAFT

Our pure passion for quality comes through in everything we do: whether it's the small-batch cocktail syrups we make by hand, the warm welcome we assure each guest, or our chefs' masterful taming of our open-fire grill. We exist to give our guests the most enchanting experience possible, and this influences and empowers every detail.



GENEROSITY

Everything is always in abundance at No. Fifty Cheyne. With our heart as a home, we want our guests to truly feel this sense of being treated, indulged and looked after, and achieve this through a natural state of generosity: from the warmth of the welcome to the decadent dishes and drinks, and the kind guidance guests receive.