



THE STRAND HOTEL

*Fabulously
fashion-inspired*

The Strand Hotel in midtown Manhattan is a fashion-inspired, contemporary boutique hotel with a stunning rooftop cocktail lounge, a delightful modern American-fare restaurant, and a genuine welcoming style of hospitality. From the attentive doorman to the knowledgeable guest services staff, the entire team constantly goes above and beyond to make guests feel welcome, valued, and pampered. The chic décor at this fashionable, modern hotel conveys a sense of the property's garment industry background, and celebrates the urban neighbourhood's creative roots. While the steel and glass façade and limestone-floored lobby are sleekly contemporary, the oversized Vogue fashion photos on the walls inside are reminders that the hotel lies in the heart of New York's historic fashion and garment district.

The Strand's founder was a visionary entrepreneur with an eye for design, fashion, and real estate. Don Glassie was a buyer and manufacturer who owned a full line of women's clothing. His successful business was based close to today's Strand Hotel, where menu items at the hotel's restaurant and bars make references to garment industry details. The Strand Hotel's management team keeps the fashion theme alive with timeless images from Conde Nast's Vogue magazine archives. Sophisticated wall-coverings, upholstered pieces, and carpeting carry the contemporary vibe throughout the comfortable public spaces, meeting rooms, and guest rooms. Designer Lydia Marks, set designer for Sex and the City and The Devil Wears Prada, conceived the chic rooftop bar's décor. Designer Lisa Knight has decked out The Strand Hotel's 176 hotel rooms in neutral shades and light textures highlighted with distinctive upholstered pieces. Warm mahoganies and walnut furnishings complement the subdued palette that creates an elegant backdrop for vintage framed black and white photographs.

Large windows admit ample natural light to the guest rooms, many



of which have views of the Empire State Building. Electronic gadgetry is up-to-the-minute with free Wi-Fi Internet, high definition flat screen TVs, and iPod docking connectivity. Nightly turn-down service with fine chocolates left on the pillow – an increasingly rare perk in the hospitality industry – is a treat, as are the plush robes and slippers. Sleek spa inspired bathrooms feature high-end fixtures, slate-tiled floors, and rejuvenating rain and handheld shower heads.

Juan Coronado, The Strand Hotel's superstar mixologist, spices up the drinks menus with seasonally rotating cocktails that feature Fashion District-inspired names like Needles & Pins or Zippers & Tonic. Coronado is a versatile and gifted cocktail innovator who has been featured in magazines including GQ, Saveur, and Details. Mr. Coronado makes sure that the main floor bar and rooftop bar, both popular gathering places for New Yorkers as well as hotel guests, are well-stocked.

Top of the Strand, the hotel's spectacular all-season rooftop cocktail lounge, is known for serving deliciously redefined classics as well as intriguing new cocktails and tasty snacks. Guests are often awestruck by the up-close-and-personal view of the iconic Empire State Building that is a highlight of this garden-like terrace cocktail bar. Sheltered by a retractable glass roof in winter, this 21st-floor oasis is open to the sky in warmer months, and is in great demand for events year round. Guests are likely to

marvel at the glittering New York skyline that stretches beyond it to the horizon. Nestled on a quiet block of 37th Street between the bustling Fifth and Sixth Avenues, the stylish Strand Hotel also offers well-equipped meeting rooms. These spaces are ideal for private social and business events from corporate celebrations to seated dinners or small get-togethers such as bridal showers, press conferences, cocktail receptions and more.

The central location is ideal for leisure travelers and business people alike. Within walking distance of Times Square, the theater district, and the Jacob Javits Convention Center, The Strand is also a favorite with travelers who descend on New York – America's fashion capital – to shop.

Legendary department stores including Macy's and Lord and Taylor are just round the corner. For the culture-oriented, the New York Public Library, the Museum of Modern Art, and the Morgan Library are within strolling distance. The Strand Hotel is proud to be part of the vibrant artistic and creative legacy of this exciting midtown New York neighborhood.

The boutique hotel's dedication to personal service, coupled with a sincere love for all that New York City offers, is an attitude that guests are likely to find contagious. ■

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