



Tuesday, 20 April 2010

**Fashionistas headed to New York have a new hotel to call home....Fashion 26 by Wyndham**



Wyndham hotels is getting in on the fashion action and we have a feeling September fashion week might see some wicked parties being held on location at the new Wyndham New York City Hotel - [Fashion 26](#)! Fashion 26 is a 280 room property located on West 26th Street and 7th Avenue. It's perfectly situated to attract the fashion set as it's right across the street from the Fashion Institute of Technology! It also just a strut, pose and a twirl away from Herald Square, the Empire State Building, Chelsea and the Meatpacking District.

**Leading architect and designer Glen Coben** has created an inspired addition to the city, drawing from the historic neighborhood for the hotel's fashionable look and style. Coben's custom-designed wooden reception desk, located in the hotel lobby, was modeled after a fashion studio cutting-room table, with iron legs like those found on old-fashioned sewing tables. The theme continues with floor patterns resembling the "weaves" of traditional garments and nice little touches like a bowl of colourful buttons that sits upon the front desk or art made out of spools of thread.

Guest corridors throughout the hotel will be the setting for a rotating art program, featuring contest-winning photography created by students of the Fashion Institute of Technology. Classic design icons inspired the color palettes and accent furnishings for each room, which boast custom-designed hardwood furniture and premium Frette linens and terry.



Even the staff uniforms are stylish; taking inspiration from Pink and Ralph Lauren, the custom-created merino wool uniforms will be complemented by Kangol hats for the doormen. And what guest wouldn't enjoy a sweet start to their stay? The hotel delivers, and then some, with special edition, fashion-inspired Crumbs® Cupcakes, made exclusively for the property and for every guest of the hotel! Hello, Mr. Perk!

And we all know Burgers are the "It" food of the moment! Well Fashion 26's restaurant is called the "RARE Bar and Grill" and is designed as a tribute to the Great American Hamburger. The creme de la creme (and where we will see most of the fashion parties) lies with the "RARE view", the hotel's rooftop bar and lounge! This ultimate freshair experience will offer dramatic views of the Manhattan Skyline as you sip your Cosmos or dry gin martinis.

And we absolutely love this - a chance for a free upgrade!:

Each day, one guest will be selected as the Best Dressed Guest of the Day. This selection may be based on a complete outfit, or one spectacular accessory or item the guest is wearing. This guest will be offered an upgrade for that night, their choice of fashion magazine to peruse, offer to take their photo and a mini-bio to be posted on the hotel blog.

