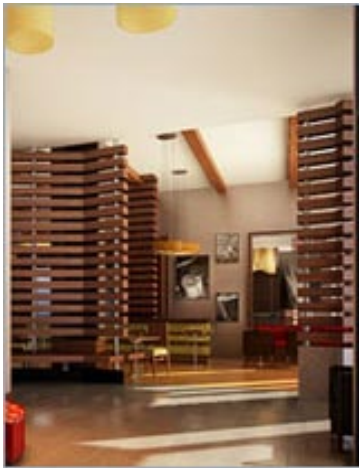




NEW YORK | interest



april 13, 2010

new york | in style.

contributed by fabiana santana

put on the ritz at [fashion 26](#), the garment district's newest boutique hotel.

it's all about fashion at the wyndham hotel's newest boutique-style home away from home. from the **glen coben** custom-designed wooden reception desk in the lobby (modeled after a fashion studio cutting room table) to the art-themed corridor, fashion 26 is for those who can't live without it. yes, those are kangols on the doormen and no, you won't get just a key to get into your chambers. instead, wave your hand to access the elevator (using radio frequency) and enter a room gifted with fashion-themed crumbs cupcakes, gilchrist & soames bath products, and a weekly listing of all the sample sales the city has

to offer. each of the 14 rooms per floor in the 22-story glass tower is detailed with pinstriped carpeting and wallpaper reminiscent of a dapper silk tie. want more details? the legs on the bedside table are inspired by vintage sewing machines and the couches are outfitted with herringbone throws by sferra. and when you feel like a nosh, head down to RARE bar & grill for killer burgers, or get sips at RARE view, the hotel's rooftop bar and lounge opening late spring. and not to be outdone, each day one guest will be crowned best dressed. the reward? an upgrade for the night, a fashion mag of their choice, and a photo and bio on the hotel's blog.

it's true what they say: the kid stays in the picture. **fashion 26**. 152 west 26th street. at 7th. 212.858.5888. now open