

UPTAKE Hotels - An honest take on hotels

Ready-to-Sleep Fashion 26 in New York

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New York's fashion world finally gets what the world's fashion capitals Paris, Milan and even Dubai already have – a fashion hotel with a creative mix of designer decor, art and cutting-edge hotel technology.



Fashion 26 is a 280-room Wyndham hotel in Chelsea, located in a 22-story glass and steel tower across from the Fashion Institute of Technology. **Designer Glen Coben** has added some fine touches, such as the custom-designed wooden reception desk in the hotel's lobby, made to look like a fashion studio cutting-room table.

The corridors are lined with exhibits of photography created by FIT students, topped off by the hotel's own installation made up of spools of colored thread – a very sophisticated touch which combines both art and fashion.

Fashion 26 seems to take great pleasure in turning simple things like getting out of a car, opening a room door and eating a burger into a big production.

The hotel has its own private driveway where you can pull in and out at your own sweet pace, unlike most other [hotels in New York](#) where you and your luggage get dumped on the sidewalk when you arrive or leave.

A radio-frequency key opens your room door with a wave of the hand, and the RARE Bar & Grill is, as per the hotel - a tribute to the great American hamburger.



For those used to washing down burger and fries with beer at Corner Bistro and Shake Shack, the expensive wooden decor and deep colors of RARE, not to mention the grand curving staircase, might come off as a bit of an overkill for a burger.

There's also a stylish rooftop RARE View bar and lounge, which will open in May.

The staff uniforms are straight out of the design books of Faconnable, Pink and Ralph Lauren. Even the hotel's complimentary cupcakes haven't been spared a makeover, with fashion-inspired cupcakes being made exclusively for the property.

A particularly refreshing touch of design is to be found inside the rooms, where you'll notice a smooth blending of colors, light and arrangement of the furnishings - plus the see-through curtains, which **Designer Glen Coben** has effectively used to convey a sense of calm and respite.