



Apr 13, 2010

## Wyndham chases art, fashion crowds with luxury Fashion 26 hotel in NYC



One of the bedrooms at Fashion 26, Wyndham's answer to the trendy, upscale W chain in New York City. Introductory rates here start at \$299 a night.

By Wyndham

As [Starwood's trendy W chain](#) drops its names from two Manhattan hotels, Wyndham Hotels today opened Fashion 26 - A Wyndham Hotel to chase art- and fashion-minded travelers.

The 280-room, fashion-themed hotel opened on West 26th Street in New York City's Chelsea district with quirky touches such as Crumbs cupcakes at check-in, and radio-frequency guestroom keys that unlock your door with the wave of the card. (No need to put down all those shopping bags to swipe the old-fashioned keycard...)

Glen Coben designed the 22-story, glass-and-steel hotel's interior based on inspiration from the nearby Fashion District. For instance, the lobby's custom-designed wooden reception desk was modeled after a fashion studio cutting-room table. The hotel's hallways will host a rotating art program, including some of the best photography from Fashion Institute of Technology students.

The hotel's restaurant - RARE Bar & Grill - serves specialty hamburgers, and its RARE View rooftop bar will serve up "creative cocktails" along with Manhattan panoramas, according to Wyndham's press release.

Expect some upscale touches, such as daily turndown service, Frette linens, free wireless Internet and Gilchrist & Soames toiletries. Staffers uniforms sound like they could be as fashionable as guests' attire, coming from design houses such as Pink, Ralph Lauren and Faconable. Even the doormen will have designer knit hats by Kangol when it's cold outside.