

Bringing London to the U.S.

David Collins' London NYC to open fall 2006



BY REBECCA
GOLDBERG

David Collins of Blue Bar and Claridge's fame will bring his British-style west with his work on London NYC, and later London LA, set to open at year's end and early next year, respectively.

Both projects, in New York and Los Angeles will translate the David Collins Studio design-aesthetic for the

U.S. market and mark one of the LXR Luxury Resort brand's first projects to open.

"What separates the new hotel...is the extra dimension of escapism...the chance to experience a lifestyle that is glamorous, fashionable and exclusive," said David Collins of his work on the London NYC.

"Our vision is to challenge design and strive for innovation...creating spaces which comfort and stimulate

through their beauty and simplicity," said Collins.

LXR has partnered with Waterworks to create complete Waterworks bath environments in all guest rooms and suites at both hotels. The hotels will feature bathrooms which are completely furnished with Waterworks product, including glass and marble tiling, fixtures, bath linens and robes, as well as signature apothecary products.

The hotel will also feature chef Gordon Ramsay's first U.S. restaurants — in each property.

Additionally, the property will house a Golden Door® Spa. The Golden Door Spa brand was formerly owned by Wyndham International, Inc. Having finalized the acquisition of Wyndham International, affiliates of Blackstone Real Estate Advisors announced the formation of LXR Luxury Resorts earlier this year.

The London is just one of the latest LXR undertakings. The group has several famous-name hotels already to its credit — Claridge's being one of them.

Traditionally, Blackstone has successfully bought properties that were in need of repair and renovated them with a major designer or architect at the helm.

Commented Bill Stein, Managing Director of Blackstone's Real Estate Group, "The creation of LXR Luxury Resorts provides a tremendous opportunity to take an incomparable collection of prized properties, each of which has enormous potential, and turn them into true luxury showpieces."

The group now holds a collection of some 20-plus hotels under the LXR Luxury Resorts name. **BD**

Above: A view of the suite through the mirror above the work station