

Rarities

Located in the heart of midtown Manhattan, Rarities resides majestically within the Villard Mansion at Lotte New York Palace on Madison Avenue between 50th and 51st Streets.

In the transformative years of the late 19th Century, Henry Villard enjoyed entertaining his guests in a most civilized manner. As a financier, ambassador, railroad magnate and owner of The New York Evening Post, Villard possessed a vast network of contemporaries. These associates often visited his home and were welcomed with warm hospitality and good conversation.

On Madison Avenue, amidst the bustle of New York City in 1884, at the zenith of his career - he built the famed Villard Mansion. Today, the brownstone palazzo is the entrance to Lotte New York Palace historically intact and meticulously restored to its iconic glamour.

Rarities is an intimate 25-seat salon within the mansion that lives up to Villard's original vision: to create an atmosphere where industry leaders can entertain associates and friends in private. Only invited guests will have access to the space via a discreet entrance, just steps from the courtyard. The menu features exceptional Champagnes, pre-prohibition bottled spirits, modern classics, and a connoisseur's wine cellar. This unique experience is coupled with the attentive and personalized service of an award-winning luxury hotel.

It is this combination of access and privacy that makes Rarities so unique. Guests may arrange their own private functions or join curated experiences where winemakers and master distillers share their passions. Numbered collections of today's most sought-after wines and spirits will be made available for sale, and in some cases stored for future visits. Rarities will become an extension of one's home, perfect for a quiet drink before and after dinner, or the meeting point with clients staying in the hotel's suites upstairs.

Rarities staff will accommodate your every need from bottle selection to individual glasses of exceptional spirits to vintage wines and more. Your preference is ours; choose from a table side sommelier or service by request only, staff will ensure you have an absolute private experience from greeting to check presentation. An unpublished direct number for reservations is provided on your Preferred Access card.

Rarities, as the name implies, is a destination venue unlike almost any other in the world. Just beyond the historic stained glass doors of the mansion, our salon can be reserved in advance for small private events.

Access to this extraordinary space is limited to a select roster of connoisseurs and devotees of fine wines and spirits. To reserve your place, please contact us at 917-202-8379.