

Lifestyle / #DeLuxe

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Why Do The World's A-List Celebrities Always Flock To This Boutique New York City Hotel?



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If you're a hotel, especially a Manhattan 5-star hotel with competing properties on every other block, one good way to judge achievement is by your little black book of regular guests



Don't even think about getting a room here during the Metropolitan Museum Of Art star-studded fundraising gala or Fashion Week, unless you're the personal assistant to Brad Pitt or a member of the British Royal family.



The phrase “luxury hotel” has become as diluted of its essential prestige in hospitality these days as “gourmet kitchen” has in real estate. If you buy what many hotel brands are pitching, a flat screen in the bathroom and a button on the phone that says “Concierge” now means you’re valeting your bags right alongside the A-listers.







I know. This sounds snotty. But not if your job or company's reputation depends on how you maintain the perception of being a "luxury brand". Whether you make cars or watches, put Cabernet into a bottle, or sell hotel rooms, you don't stay the "leading" anything in the world these days without constantly setting the standards that others have to follow. Yet how do you actually do this in the ever-louder "I'm luxury too" noise? And what are the criteria for success?

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