



## **BACCARAT HOTELS & RESORTS DEBUTS WITH MANHATTAN FLAGSHIP MARCH 18, 2015**

*Baccarat Hotel & Residences New York Reimagines the Elegance and Perfection of the Legendary French Crystal Maker into a Luxury Lifestyle Hospitality Brand*

**New York, NY (March 18, 2015)** – Baccarat Hotel & Residences New York, owned by China Insurer Sunshine Insurance Group and managed by SH Group, is the first hotel and global flagship for the more than a quarter century-old Baccarat crystal brand. Directly across the street from the Museum of Modern Art and steps away from Fifth Avenue's legendary shopping, the hotel occupies the first 12 floors of the split-level tower that rises 550 feet above West 53<sup>rd</sup> Street. Glowing inside and out, the lower levels of the hotel are veiled by a 125-foot wide corrugated crystal-like curtain.

Baccarat Hotel & Residences New York features 114 superbly appointed guest rooms and suites and glamorous second-story lobby salons and bar. The Bar at Baccarat, just off the opulent Grand Salon, is an epic space featuring barrel-vaulted ceilings, a 60-foot bar and an outdoor terrace overlooking the MoMA. The hotel also features a 55-foot indoor pool, an elite fitness training facility and the first Spa de La Mer in the United States.

Paris-based interior design firm Gilles & Boissier led the creation of the hotel's interiors, which combine Baccarat's French classic aesthetics with a fanciful modern sensibility. Skidmore, Owings & Merrill served as architects for the 50-story tower, while New York-based designer and member of the *Architectural Digest* 100, Tony Ingrao, led the residential design. The tower's sixty private residences are accessible through a separate entrance and have access to all of the hotel's amenities.

"We are so thrilled to have brought to life the new 'House of Baccarat'- to take this legendary brand which has for centuries stood for perfection in crystal, and has never been compromised, to create its first modern lifestyle hotel masterpiece. I want

to celebrate light, and to produce a hotel that glowed, and was shimmering, sensual, elegant but still functional, fun, comfortable, and not overly formal," says Barry Sternlicht, Chairman and CEO of Starwood Capital Group, the parent of SH Group, a lifestyle hotel brand management company who manages the hotel.

"We waited and believe we found the perfect location for our first hotel. Our designs pay respect to our neighbors in the property's simple exterior, but we add great drama with other details including a four-foot high always-burning fireplace which represents the furnaces in our manufacturing facilities at Baccarat France. Entering the lobby, guests will be mesmerized by a 20-by-25-foot wall adorned with more than 2,000 of Baccarat's most iconic glasses, the Harcourt. Each custom-sized glass has been laid horizontally, and lit by an LED light to create a 24-hour light show. The hotel has every possible amenity a privileged client demands. Our goal is to offer perfection of service that matches Baccarat's perfection in the production of crystal."

Baccarat S.A. is majority owned by Starwood Capital Group. Baccarat employs nearly 550 individuals at its factory in Baccarat France near the Alsace-Lorraine border. Baccarat is a storied luxury brand whose artisans have produced custom designs since King Louis XV founded the company in 1764. Baccarat has created exquisite products for the world's most discriminating figures including kings, queens, tsars, sheiks, emirs and sultans, modern moguls, designers and rock stars. The opening of the hotel marked the brand's new evolution into a perfectly crafted lifestyle and hospitality brand.

More Baccarat craftsmen have received the coveted *Meilleurs Ouvriers de France* title than any other French company. This rare distinction is bestowed by the French government to artisans that are truly the finest in their fields. This commitment to fine craftsmanship will be woven into every element of service and were woven in the design details of the hotel. Herman W. Elger, Managing Director of Baccarat Hotel New York and Chief Operating Officer of Baccarat Hotels and Resorts, oversees the day to day operation of the flagship hotel and plays a leadership role in the development of new hotels opened under the Baccarat hotel brand in the future.

## **DESIGN**

The hotel's interiors were conceived by French design duo Gilles & Boissier to combine the classic elegance of a Parisian *hôtel particulier* with the contemporary aesthetic of its midtown New York City location. Gilles & Boissier, alongside Starwood Capital's own design team, designed many of the hotel's furnishings including commissioning several never-before-seen works from the Baccarat factories. Classic pieces were also curated from the brands' archival and contemporary collections for the public spaces and rooms. Additional features include: the beautiful parquet wood flooring; woven rugs; hand-pleated silk wall coverings and stainless ribbed ceilings; mica-coated ceilings and mirror and marble wall treatments. Seventeen custom chandeliers hang throughout the

property – many suspended by rough cord rope – while one stand-out chandelier is made exclusively out of wood and hangs in the second-floor bar.

French curators Stéphanie and Frédéric Chambre assembled the hotel's art collection, which includes works from important movements over the 250 years since Baccarat's founding. Commissioned original art and one-of-a-kind furniture from renowned French artists Francois Houtin and Armand Jonckers can also be found throughout the hotel.

## **ACCOMMODATIONS & AMENITIES**

Each of the hotel's 114 guest rooms and suites feels like a private *pied-à-terre*. Room categories start with the generous Classic King and ascend to the Baccarat Presidential Suite, the hotel's "pièce de résistance." All rooms feature floor-to-ceiling windows, sitting areas, and custom jacquard linens by Mascioni. Hidden from the sleeping area by hand-painted French doors, white marble bathrooms boast glass-enclosed showers with oversized showerheads and exclusive amenities created for the hotel by Parisian perfumer Francis Kurkdjian.

A tablet equipped with state-of-the-art technology controls all aspects of the room, including temperature, lighting, and room service. A custom-designed Baccarat red enamel mini bar offers delights from the French gourmet house Ladurée. On the telephone handset, a button marked "Champagne" allows guests to order a bottle of their favorite vintage to their rooms accompanied by signature Baccarat fluted glasses. Guests of the luxury suites have the added feature of complimentary La Mer skincare products and nightly salon services. All guests have complimentary use of the house car, a vintage Citroen, for transport within 15 blocks of the hotel.

## **CULINARY & COCKTAILS**

On the hotel's second floor, the Grand and Petit Salons offer light breakfast fare, afternoon tea, small plates and evening cocktails. The hotel's bar, inspired by the stables of Versailles, serves hand-crafted cocktails, aperitifs, fine wines and a light bites menu. Guests can also enjoy gathering on the adjacent seasonal terrace overlooking MoMA. Throughout the hotel, guests can sip drinks from a kaleidoscope of more than 15,000 pieces of mixed-and-matched Baccarat crystal stemware.

## **PRIVATE DINING**

Located at street level, the signature contemporary French private dining room Chevalier takes its name from Baccarat's longtime and most beloved creative director, Georges Chevalier, who was responsible for ushering the crystal company into the modern age. Designed by legendary New York interior designer Stephen Sills, Chevalier is designed to be both inspiring and inviting. The color palette draws from naturally occurring minerals like amber and mica; the materials used throughout Chevalier are

light and luminous with a mix of matte and reflective services. Wooden floors throughout add to the casual yet chic feel. The Chevalier Private Dining Room can accommodate events from 80 to 120 guests. On the lobby level, the elegant Harmonie Room is an additional private event venue for groups from 45 to 75 guests.

## **SPA & FITNESS**

Baccarat has partnered with the ultra-prestigious skincare brand La Mer to create the intimate Spa de La Mer, its first spa in the United States. Designed to recall a luxurious European seaside retreat, the four treatment rooms beckon guests and locals who crave revitalizing treatments and soothing respites.

Adjacent to the spa, a 55-foot indoor pool for hotel guests only features luxurious day beds in alcoves surround the black-and-white marble-tiled pool, which suggests a sunken ballroom. The walls surrounding the pool feature the artwork of painter François Houtin who is known for his detailed prints of utopian gardens. The forest scene is a tribute to the woods near Baccarat's French- countryside factory.

Available to both hotel guests and residents, the 24-hour gym features cutting-edge equipment and a staff of professional personal trainers.

Baccarat Hotel & Residences New York is located at 28 West 53<sup>rd</sup> Street. To reserve, guests may call 1-844-294-1764 or visit [baccarathotels.com](http://baccarathotels.com).

## **About Starwood Capital Group**

Starwood Capital Group is a private investment firm with more than 500 employees, with a core focus on global real estate and energy infrastructure. Headquartered in Greenwich, CT, the Firm maintains twelve offices in six countries around the world. Starwood Capital Group has raised more than \$30 billion of equity capital since its inception in 1991, and currently manages over \$42 billion in assets. The Firm has invested in virtually every class of real estate on a global basis, opportunistically shifting asset classes, geographies and positions in the capital stack as it perceives risk-reward dynamics evolve. For more than two decades, Starwood Capital Group and its affiliates have successfully executed an investment strategy that involves building enterprises around real estate portfolios in both the private and public markets. Starwood may perhaps be best known, for founding, creating and building Starwood Hotels and Resorts beginning in 1995. Additional information can be found at [starwoodcapital.com](http://starwoodcapital.com).

## **About SH Group**

SH Group, an affiliate of global private investment firm Starwood Capital Group, is a hotel brand management company that operates 1 Hotels, a nature-inspired lifestyle brand that launched in 2015 with properties in South Beach and Manhattan; and

Baccarat Hotels & Resorts, a luxury brand that made its debut in March 2015 with the opening of its flagship property in New York, followed by additional openings around the world over the course of the next several years. Leveraging its marketing, design, operational and technological expertise, SH Group is the force behind some of the most groundbreaking and dynamic hotel brands in the world.

**About Baccarat Hotels & Resorts**

Baccarat Hotels & Resorts translates the perfect craft and noble heritage of the legendary, more than a quarter century-old French crystal maker into an elegant lifestyle. Combining this rare legacy with modern elegance and elements of unexpected magic, each of the brand's hotels and resorts has been conceived as a gracious *hôtel particulier*, welcoming guests with impeccable service and distinctive amenities. Baccarat Hotels & Resorts launched in March 2015 with the opening of its flagship New York property, followed by additional openings around the world over the course of the next several years. Further information can be found at [baccarathotels.com](http://baccarathotels.com).

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