



## Hollywood's 'Subliminal Chic' New NYC Hangouts

From a new private members club/hotel launched by the founder of Soho House to the city's first Aman property, here are five compelling places to check in to this summer By Kathryn Romeyn

or Hollywood folks headed to the Hamptons during summer's final weeks, there are new reasons to check in for a stay in New York as well, such as these five new or renovated hotels that make the Big Apple more attractive than ever.

**HOTEL CHELSEA Bob Dylan, Marilyn** Monroe, Patti Smith, Madonna, Dennis Hopper, Uma Thurman. They and so many more illustrious artists have haunted the storied halls of this iconic hotel in a landmark 1884 structure. which has long "been a beacon and home to the international creative community," says co-owner Sean MacPherson. After a decade of

renovations, it reopened in early

summer with 155 meticulously

restored guest rooms (not all are completed), plus its revived El Quijote Spanish restaurant. 222 W. 23rd St.; rooms from \$300 a night

NINE ORCHARD June saw the debut of a luxury hotel in the former Jarmulowsky Bank Building, built in 1912 on the Lower East Side and empty since 2006. Its 116 guest rooms incorporate gigantic windows, speakers with preset soundtracks that were handcrafted by a local audiophile, minibars curated by the nearby Dimes Market, and titles from used bookstore Sweet Pickle Books. The design is "almost subliminal chic — timeless," says Ray Azoulay, founder of L.A.'s Obsolete gallery and one of several design collaborators on the

character-rich hotel. 9 Orchard St.; from \$475 a night

AMAN NEW YORK Just the third Aman property in the U.S., this eagerly anticipated sanctuary of 83 suites and 22 branded residences — each with a functioning fireplace and oval soaking tub — is a game-changer in the legendary Crown Building. It opened Aug. 2 with reflective pools, a jazz club, omakase-style dining, an indoor pool and a spa that sprawls over three stories. 730 Fifth Ave.; from \$3,000 a night

THE NED NOMAD NEW YORK This parthotel, part-private members club — created by Soho House CEO Nick Jones and chairman-investor Ron Burkle, and named Ned for the

original London hotel's architect opened with a June 22 party that drew Leonardo DiCaprio, Gigi Hadid, Rosie Perez and Evan



Clockwise from left: A suite with Asia-inspired design and a freestanding tub at the new Aman New York at Fifth Avenue and 57th Street; a view from a room at The Ritz-Carlton New York, NoMad; the renovated Lobby Bar at Hotel Chelsea

Mock. Located in a circa-1903 building, it includes a Cecconi's restaurant and members-only spots such as The Magic Room

events space. 1170 Broadway; from \$875 a night, membership \$5,000 a year (which is separate from Soho House membership)

## THE RITZ-CARLTON NEW YORK, NOMAD

The NoMad (Madison Square North) neighborhood has also welcomed this newly constructed hotel with residences, as of July 26. Michelin-starred chef and philanthropist José Andrés pilots all the culinary venues and room service, including Mediterranean outpost Zaytinya and a panoramic rooftop bar with a Spanish-leaning menu. His avant-garde Bazaar by José Andrés bows late this year. General manager Bastian **Germer** notes that VIP service can include "discreet entry and elevator access, stellar wellness offerings including signature Augustinus Bader treatments and ideal configurations for stays with dedicated floors for talent and entourages." 25 W. 28th St.; from \$1,000 a night **THR** 

## Hamptons and Beyond: Hotel Redos, Luxury Pop-Ups

Shelter Island's iconic Ram's Head Inn (from \$795 a night), established in 1919, is fresh off a revamp of its 17 rooms, along with new wellness activations, hands-on garden experiences and fireside chats. ... The reopened Canoe Place hotel (from \$595 a night) in Hampton Bays is on a site where various inns operated as far back as 1635. It includes cottages and a spa by Onda Beauty, co-founded by Naomi Watts. ... Gurney's Montauk Resort (from \$1,025 a night) — patronized by the likes of **Trevor Noah** and **Scarlett Johansson** — has unveiled a \$20 million refresh of its extensive Seawater Spa and ocean-fed pool. ... In luxury pop-up news in East Hampton, Tod's has opened its second annual seasonal shop and Chanel has launched a two-floor store, through Labor Day. - K.R. Left, from top: The waterfront Ram's Head Inn, situated on 4.5 acres on Shelter Island; the Chanel pop-up store in East Hampton.