



Manhattan's NEW LUXE

As luxury evolves and becomes redefined by younger, more eclectic tastemakers and jet setters, a new generation of lodging is emerging in the style capital of New York City. HELLO! takes a tour of two hot – and deliciously diverse – newcomers

BOUTIQUE CHIC

The Nolitan

Located in the hipster-luxe enclave of Nolita (North of Little Italy), The Nolitan is the first luxury boutique hotel in Manhattan to open in this authentic downtown district. It's just a few blocks from the boutiques and galleries of SoHo, the restaurants and nightlife of The Bowery and the emerging café culture of the East Village. With its rock star/artist vibe, handsome staff and public Manhattan loft-style spaces, The Nolitan is the last word in cool in a neighbourhood that already claims plenty of it.

Rooms are compact, yet functional with clean, masculine lines, abundant natural light and industrial features such as concrete pillars and exposed ceilings. This is what your Manhattan apartment would look like if you were Tom Ford's assistant.

The concept of staying at The Nolitan is built around making you feel at home. Guests kick back in the evening and mingle in the bar as the staff – who look like they have just walked off an American Apparel ad – chat freely and pass on insider tips while frequently refreshing a cocktail offering of snacks and smooth beverages. During daylight hours, guests can rent in-house bicycles and – wait for it – skateboards, or borrow one of the hotel's complimentary iPads or laptops. Should you need to occupy the little people, The Nolitan has Xbox-es, Playstations and Wii-es in plentiful supply.

And for those who can't bear the thought of travelling without their four-legged friends, the hotel offers special services for pets such as a basket of toys and treats designed just for furry friends.

While service and style are some of the hallmarks of traditional boutique luxury, at the forefront of this new era of luxe travel is also the ability to provide exceptional value. The Nolitan offers this in spades with discounts to neighbourhood restaurants, boutiques and entertainment as well as special offers through Dale Style – a personal shopping service (dalestyle.com). And with rooms starting from less than \$200 a night, this terribly hip little bolt hole is possibly downtown Manhattan's best kept secret.

Who stays here? The style-conscious anti-establishment.

Where is it? Corner of Kenmare and Elizabeth St, Nolita.

Standout feature: The industrial chic exterior and ultra-hip 70s style logo.



NEIGHBOURHOOD HOT LIST

THE DAILY

Achingly cool cocktail haunt with bar menu from next door's acclaimed (but pricier) Public restaurant.
210 Elizabeth Street
daily.nyc.com

SATURDAY SURF

It's what a surf shop would be if Paul Smith surfed. And killer coffee to boot.
31 Crosby Street
saturdaysnyc.com

THE BUTCHER'S DAUGHTER

They treat fruit and vegetables like a gourmet butcher would meat. Cleanse and detox heaven.
19 Kenmare Street
thebutchersdaughter.com

PATRICIA FIELD NYC

Boutique home of the woman who created Carrie Bradshaw's style. Eccentric doesn't even come close.
306 The Bowery
patriciafield.com