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Bespoke Linen Designer Cristina Azario Announces Collaboration with Much Anticipated Hotel, The Chatwal New York

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NEW YORK, NY (November 10, 2009) - Interiors guru **Cristina Azario** has today unveiled a design collaboration with **The Chatwal New York**, the luxury hotel opening in spring 2010 in the heart of Manhattan's theater district. Re-creating the globally recognized iconic glamour and style of 1930's Gotham, The Chatwal New York has joined forces with Cristina for the custom top-of-bed design for its guestrooms – a coverlet in a heavy, ivory sateen with beige banding, decorative pillows and a very special cashmere-wool blend throw to complement the hotel's Deco-Chic design.

www.thechatwalny.com

"I was brought onboard by General Manager Joel Freyberg to create special custom linens and top-of-bed accessories to complement the rooms of the The Chatwal," said Cristina Azario. "These are pieces that will enhance the elegance of the thoughtfully appointed property where every design detail has been carefully planned out. The design and quality is of a caliber generally reserved for the décor of the finest, most discerning private homes. The Chatwal is clearly setting a new standard for luxury in a hotel setting."

For more than twenty years, Cristina Azario has been a leader in the development of luxury brands in both the fashion and home design industries. Most recently, she

served for six years as the Creative and Artistic Director of Frette, the premier international linen brand with extensive collections for both the home and hospitality markets. Prior to joining Frette, Cristina held senior design positions at Donna Karan beginning in the company's earliest days and continuing through its IPO. Cristina was born in Italy, the daughter of a well-known textile manufacturing family.

Joel Freyberg, General Manager, said, "For The Chatwal New York, I knew that I needed someone who could create a chic residential look and feel, but with the durability and strength to withstand the needs and daily wear of the hotel.

Immediately, I thought of Cristina Azario. Without hesitation, Cristina understood this need for this duality between design and function. The custom cashmere throw she created is, to me, the most luxurious and comforting amenity that one can offer in a guestroom. I believe that we achieved the perfect look for The Chatwal bed to complete Thierry Despont's New York Art Deco, travel inspired aesthetic. After all, the bed is the most important element – or in our case, piece of art – in a guestroom."

Guestrooms at The Chatwal New York will capture the clubby, elegant and comfortably chic atmosphere of this New York landmark. Of the 88 guestrooms, 38 are larger suites, and behind each door, no attention to detail has been spared. In-room finishes include fine suede covered walls and leather-wrapped double closets, the Chatwal's retro playing cards and a specially crafted Backgammon set. The attention to modern small touches makes a difference - complimentary internet access, a laptop-sized safe, a 42-inch HD flat screen IP television with Blu-ray DVD and multi-language options, a movie library, and in-room stereo system with an iPod dock all provide a comfortably wired experience. A rarity in New York City, private terraces are available on request for those who treasure their outdoor space. The service philosophy mirrors the accommodations, with guests benefiting from personalized, attentive service of the highest standard – from a discerning staff directed by General Manager Joel Freyberg.

The sign of a great hotel is a great night's sleep. The Chatwal commissioned Shifman Mattress to design a made-by-hand, organic mattress. Wrapping oneself in one of The Chatwal's plush Kashwère custom robes after a dip in the Rain Drop shower or Jacuzzi bath (complete with Asprey Amenities, exclusive to The Chatwal New York) is a perfect end to a hectic city day. Bathrooms also feature marble floors, mirrored walls and a 19-inch integrated mirror television. The hotel's turndown service includes a complimentary shoe shine service, bottled water, and the guest's preferred newspaper delivered each morning to their door. As this is

the city that never sleeps, the fitness center at The Chatwal New York is complimentary to guests 24 hours a day.

The circa-1905 building will be the first member of the prestigious Leading Hotels of the World in Manhattan's theater district. The Chatwal Hotel New York is the vision of Mr. Sant Chatwal, entrepreneur and Chairman and CEO of Hampshire Hotels & Resorts. With a goal to create intimate gathering places and rooms with the highest attention to detail – The Chatwal truly joins past with future, while maintaining a uniquely New York character. The opening of The Chatwal New York also marks the launch of Sant Chatwal's new luxury hotel brand, The Chatwal – with plans in the works for additional luxury properties outside London and in India.

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About Cristina Azario:

Cristina Azario is a custom designer and manufacturer of bespoke luxury soft furnishings to select private clients and the design focused hospitality industry. The firm provides comprehensive and integrated design and manufacturing capability across the full range of home textile products including top-of-the-bed, linens, ambient pieces, throws, blankets and home furnishing fabrics. The firm is led by Cristina Azario, an internationally recognized designer in the luxury design field. Prior to establishing the company she led all aspects of brand image, design and product development at Frette, the premier global luxury linen and home textiles brand.

About The Chatwal, New York:

Opening in Spring 2010, The Chatwal will salute the New York City "baby grand" hotels of a bygone era, offering unparalleled accommodations and a fresh perspective on the luxury hotel experience. Set on the "Great White Way" of the theatre district, the landmark Stanford White-designed building was originally home to the famous Lambs Club, a veritable Who's Who of American theatre. Beautifully restored and modernized by Master Architect and Designer Thierry Despont, The Chatwal's 88 guest rooms boast custom-designed luxuries while meticulously recreating 1930's Deco design, evoking the feeling of a moment preserved in time. Guestroom features include fine 400-thread count Frette linens and exclusive amenities from Asprey. In a return to glamour with a nod to comfort, celebrated Chef Geoffrey Zakarian advises and oversees all things culinary at The Chatwal, including a 90-seat private, club-like restaurant, serving modern American cuisine with seasonal ingredients.

Follow The Chatwal New York on [Facebook](#) and [Twitter](#) for ongoing updates.

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