



# THE NEW AMERICAN CLASSIC

Archer Hotel, the latest arrival in Garment District

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Amidst the hotels located in the centre of New York City, Archer Hotel stands amongst the newcomers that are bringing a fresh vibe to the Big Apple. Officially making its mark across the Manhattan skyline at May 28, 2014, the nearly one-year-old hotel is located along West 38th Street, right between Fifth and Sixth Avenues, in the heart of midtown Manhattan's Garment District.

The designated location is extremely convenient to New York City visitors especially for the first-timer. Bryant Park, Herald Square and the Empire State Building are all reachable within a quick walk. Broadway's theater and Times Square are also just a 10-minute stroll away.

"Archer is not just a hotel; it's a personality, an eclectic way of being, a welcoming residence, if you will," said by Cheryl Gilliam, SVP brands & marketing for LodgeWorks.

Designed to pay homage to the Garment District, Archer Hotel is infused with design that echoes the neighbourhood's heritage by using elements like exposed brick and steel and

butcher-block tiled flooring. With design aesthetic that stays true to its New York roots, many of the decorations within Archer hotel are locally sourced. The millwork hailings are from Queens, the lights are made in Brooklyn and the custom upholstered furniture are from a neighbouring Westchester town 30 minutes north.

Inspired by the idea that a home would not have two rooms that are identical, the 22-story building has 180 rooms that come with a quartet of design palettes, which is the essential in igniting the residential feel of staying at the Archer Hotel. With the aspect of room roulette being applied, curiosity is raised among guests as they will only know the design of their rooms when they step into the rooms. Ottoman, headboard, throw pillow, blanket and custom drapery in the rooms are varied within the four designs. The accommodations include twenty two Archer rooms that are furnished with distinctive wood floors and an exposed brick wall at the head of the bed. Another exclusive single unit signature room, Archer's Den offers a



DESTINATION

larger space and has unique features such as a large walk-in shower, tufted sectional sofa and a collection of Archer's favourite books.

Each room comes equipped with 42-inch flat-panel TV, MP3 docking station, lighted make-up mirror, work space and laptop safe. Guests are able to enjoy an exclusive experience as all rooms are boasting with all custom-designed furniture which are multi-functional. Drawers are hidden underneath the platform bed, the tufted-leather ottoman can be turned into a table and the wall sconces doubles as reading lights. The availability of Burke in the Box in-room dining, an on-site fitness room, Frette towels and bathrobes, Malin+Goetz bath amenities, a Nespresso, a stocked minibar, a concierge, a lobby business center, complimentary newspapers and 100% smoke-free environment in every room are made to enlighten the guests' stay.

In enhancing the staying experience, eight-item rotation for turndown are offered in Archer Hotel. Among the treats are Baked by Melissa Cupcakes, Kanpekies Shortbread Cookies, Fatty Sunday Pretzels, Chocolate Dipped Fancy Fortune Cookies with Archer messages, Dylan's 100 Calorie Bars and homemade David Burke mini black and white Cookies, fruit pops and truffles.

The highlight of Archer Hotel would be the application of Archer's Playing Cards, a house

deck featuring timeless tips of courtesy that brings in a sense of charm and entertainment value. The set comes with over fifty reminders that serve as the core to Archer's inner circle, the hotel staff, and operation. For instance, the members of Archer team will give out "Class Act" cards to the guests who show any form of kindness, etiquette and courtesy that is stated in the cards. The special cards are worth USD\$10 (RM26) and they can be used throughout the hotel.

The dining options include David Burke fabrick and Spyglass rooftop bar. David Burke fabrick is opened by Chef David Burke, the star of many shows on Food Network in paying tribute to the brick-and-mortar facades common in the Garment District. Set on the ground floor, David Burke fabrick is themed with high ceilings, vibrant collage of colourful fabrics hanging overhead, an open skylight accented by wood table tops, enamelled red chairs and storied 1770's barn. The 1,500-square-foot restaurant serves rustic American cuisine ranging from snack, small plates to heart entrees and indulgent desserts. The menu emphasizes on seasonality and sharing served with a side of David Burke's signature artistic flare.

Spyglass rooftop bar, which is located on the 22nd floor offers a striking view of the New York City skyline where the Empire State building and Chrysler Buildings are unobstructed. Spyglass rooftop bar is designed with elements of unique steel, black granite and custom wallpaper that evokes the industrial heritage of the neighbourhood. Guests can revive their spirit with a list of small bites and signature sips such as the Empire State, First Crush and You Look Smashing cocktails.

Through each and every aspect that exudes its local ambience, Archer Hotel offers the authentic experience of being in New York City while making the guests feels right at home. 🍷



## POP THE QUESTION

Archer Hotel offers an exclusive Say "YES" package where guests are able to hold a surprise romantic proposal at Spyglass rooftop bar which boast a stunning view. The process starts with Archer Hotel assigning a personal proposal concierge to assist the proposal-popper from the planning stage right until the moment of popping the question. The personal proposal concierge is ready for last-minute pep talk, reserving table, taking photos and video of the event and also providing overnight stay. Before the proposal, a warm-up shot from Spyglass is provided to the proposal-popper for an extra boost of courage. A table is reserved in Spyglass. Once the other party says yes to the proposal, a champagne toast will be provided while the couple immerse in joy. A selection of sweet and salty treats catered by the executive pastry chef Zac Young with a special complimented note of congratulations from Archer Hotel are to be offered to the duo as well. On the following year, the guests are able to enjoy an exclusive Archer friends & family rate on the same evening of the proposal. With the sweeping views of New York City serving as the backdrop of a romantic marriage proposal, it would be an unforgettable moment for loving couples to embark a new journey together in life.

