



# ARCHER<sup>®</sup>

OLD TOWN  
ALEXANDRIA

## **ARCHER<sup>®</sup> Hotel Expands Its Virginia Presence with Announcement of Third Boutique Hotel in D.C. Metro**

**King Street Property Brings Archer's Award-Winning  
Thoughtful Touches, Anticipatory Service and Local Discoveries to the  
Heart of Old Town Alexandria**

**This Marks the Ninth Hotel for the Growing Boutique Collection,  
Celebrating a Decade of Archer**

Alexandria, VA – JULY 9, 2024 – [ARCHER<sup>®</sup> Hotel Old Town Alexandria](#), a welcoming boutique property in the heart of Alexandria's Old Town, has officially joined the award-winning Archer Hotel collection. [LodgeWorks Partners, L.P.](#), the operator and developer of the growing Archer Hotel collection, hand-picked this existing property (formerly the Lorien Hotel & Spa), to expand its Virginia footprint, with this gem joining sister D.C. metro locations in Tysons and Falls Church. This Old Town retreat is just two blocks from the [King St-Old Town Metrorail station](#), minutes to Reagan National Airport and in the midst of picturesque streets that boast indie boutiques, open-air eateries with river views and the Saturday farmers' market that has been operating for 260 years, rain or shine.

Archer welcomes guests with a spirit of casual elegance — with a charming brick courtyard, chic interiors, Alexandria's only hotel spa and 107 contemporary guest rooms, including 15 suites. Guests have grown to love Archer Hotel, celebrating a decade in hospitality this year, in sought-after cities — New York, Austin and Napa — as well as up-and-coming destinations in top metro areas, such as Burlington, MA; Florham Park, NJ; and Redmond, WA. LodgeWorks is dedicated to bringing sophistication to discerning guests who have an appreciation for boutique hotel experiences and a fondness for attention to details big and small. This is the ninth hotel in the growing collection that consistently ranks at the top of trusted review sites often touting its anticipatory service, thoughtful touches and local inspiration and offerings woven throughout the experience. The official transition to Archer Hotel Old Town Alexandria took place on July 9, 2024 with a phased series of enhancements starting soon after.

Guests can expect all-new five-star beds (coming late August 2024) alongside Archer's favorite bedside reading and a daily rotation of locally curated goodies placed in room for a sweet surprise every night.

Other Archer signature touches and amenities include Frette bathrobes, [LATHER](#) bath amenities with eco-friendly pump bottles in every shower and a spa-inspired rubber ducky in all rooms with clawfoot tubs. To mark Archer's 10-year anniversary since the debut of its first property in New York City, its most photographed social moment, a new version of its playful slippers, have just launched collection-wide and are a keepsake to take home. The *night in* and *night out* slippers, with red hearts and white lightning bolts, celebrate the sweet surrender or electricity of evening plans. All rooms will also have Archer's favorite bedside reading, [The Little Prince](#) by Antoine de Saint-Exupéry, complimentary Nespresso coffee experience, a mini fridge and [MoMa blue sky umbrellas](#) for lending. Guests will receive Archer's arrival gift of bottled water and locally curated [Caramels By Sam](#) made in Roanoke, Virginia.

Eclectic design will soon showcase storied local art, souvenirs from local makers and quirky curated finds to create a welcoming ambiance. The consistency among the hotels in the Archer collection is the attention to detail, with fabulous finishes, touches and trims at every turn, including a soon-to-debut house art collection. As Archer says, "Art is a fascinating way to discover a place. The possibilities are as vast as the landscape and as varied as the people who have been touched by it." Accordingly, accomplished art advisor Deborah Goodman Davis has been tapped to curate several pieces to introduce a house art collection in the entry lobby and living room in a range of mediums, all either created by local artists or telling Virginia-centric stories.

Hotel guests and locals will enjoy [BRABO Brasserie](#) and the [Tasting Room](#) — welcoming gathering spots for breakfast, weekend brunch, lunch, happy hour, or dinner — with a special allure for date night, local outings or group gatherings.

Old Town Alexandria's only hotel spa, Archer's [King Street Spa](#), is a hidden gem that promises a serene sanctuary. Across its five treatment rooms spa goers can choose from a menu of relaxing treatments with signature facials, massages and body treatments designed to recharge the mind, body and soul. There are locker rooms, complete with steam rooms for a soothing pre-treatment experience, and a relaxation lounge to unwind pre- or post-treatment. An intimate fitness studio provides a dedicated space for a pre-treatment workout and stretching.

Archer Old Town Alexandria is set on the enchanting King Street Mile in Old Town Alexandria — a beautifully-preserved, nationally-designated historic district along the Potomac River, with brick sidewalks, centuries-old architecture and a vibrant mix of 200-plus eateries, shops and treasures. The picturesque and walkable neighborhood is home to the Potomac waterfront promenade the lends itself to Alexandria being voted one of [The South's Best Cities 2024](#) by *Southern Living* and [Travel + Leisure Magazine's 2023 World's Best Cities in the U.S.](#)

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**Who Is Archer:** The question that remains is, "Just who is Archer?" While that may go unanswered, guests are sure to get a sense of him (storyteller, adventurer, connoisseur and humorist) as the story of Archer unfolds and they experience moments only made possible by their mysterious host — now in nine locations across the U.S.

One such example is Archer's Playing Cards, a house deck featuring timeless tips of courtesy and etiquette. The 50+ reminders, such as "Present Your Presence" (*Focus on your current company. Eye contact and reflected social cues make it clear that you are where you want to be. You are gracious that way, aren't you?*), will be more than

thoughtful advice to guests; they are core to how Archer's inner circle, the hotel staff, operates. The deck is considered an addendum to the employee handbook.

Archer's Playing Cards feature content that has been collected along the way by Archer, his advisors and his confidants. The house deck — a full, standard set of playing cards — is available as part of the curated souvenirs available to purchase in the lobby.

**About LodgeWorks Partners, L.P.:** LodgeWorks Partners, L.P., is a privately held hotel development and management company with a rich history as hospitality brand innovators with industry-leading guest satisfaction, a sophisticated development acumen and an experienced team that has successfully collaborated for more than 40 years. The company launched the ARCHER® Hotel boutique collection with a trio of high-profile U.S. destinations. In May 2014, Archer Hotel debuted in New York City/midtown Manhattan, followed by an August 2016 opening in Austin at Domain NORTHSIDE and a much-anticipated November 2017 opening in downtown Napa. The collection continued its strategic development plan in upscale metro markets with a February 2018 opening in Burlington, Massachusetts (just outside of Boston), followed by a May 2018 addition in Florham Park, New Jersey, and in late May 2019 with a location in Redmond, Washington (a high-tech Eastside suburb of Seattle). Three greater D.C. area locations round out recent additions with Archer Hotel Tysons in Virginia (in the new Scotts Run South development, at the foot of the McLean Silver Line Metro station and just 9 miles northwest of Washington, D.C.) opening in September 2021; Archer Falls Church in Mosaic joined in December 2021; and Archer Old Town Alexandria became the 9<sup>th</sup> Archer collection hotel in July 2024. LodgeWorks continues to own, franchise and/or manage a portfolio of branded hotels, including Hyatt House®, Hyatt Place®, Aloft® and Hampton Inn®. For more information, visit [lodgeworks.com](https://lodgeworks.com).

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