



HOTEL MANAGEMENT

CACHET HOSPITALITY GROUP OPENS THE CACHET BOUTIQUE NYC

By Elliott Mest, November 8, 2017



Cachet Boutique NYC, the U.S. flagship property of the Asia-Pacific based hotel management company Cachet Hospitality Group, opened in Manhattan's bustling Midtown West neighborhood. With six properties in operation and five more in the pipeline, the group welcomes its U.S. flagship destination to its growing global portfolio.

The 105-room Cachet Boutique NYC offers rooms and suites that include custom-crafted furnishings by designer Jay Godfrey. The Outdoor Junior Suite is a loft-like space with an outdoor terrace and a unique art mural designed by an in resident New York artist. The Bocce Club Suite is named after the hotel's Bocce court, which is part of one of three outdoor spaces that will offer seasonal programming. Artisanal cocktails will be served as guests move in and out of the

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spaces while enjoying activities such as outdoor art exhibitions and intramural Bocce tournaments. The heated sky deck offers cityscape views and contemporary décor.

“At Cachet Boutique NYC, we’re creating a collection of experiences that define New York City and offering them to our guests from the instant they check in to the moment they go out and explore on their own,” Kevin Fenton, managing director, Cachet Boutique NYC, said in a statement. “When visiting this city, guests appreciate an experience that provides a dose of culture that is fueled with thought-provoking, highly curated programs of culinary, art, design, food, fashion and entertainment.”

Cachet Boutique NYC will include two dining destinations spearheaded by restaurateur chef David Laris. EDEN Local offers locally-sourced ingredients, a cocktail list and an indoor-outdoor bar scene. The Bellbrook, scheduled to open in 2018, reimagines classic Asian food in a cavernous dining room.

With a selection from Steven Kasher Gallery, curated by director Cassandra Johnson, Cachet Boutique NYC’s lobby showcases a fine art photography exhibition highlighting the work of established and upcoming artists. The exhibit includes pieces from photographers such as Daido Moriyama, Roxanne Lowit and Miles Aldridge. It also includes video screens with Jess Johnson’s latest projects and collaborations. Cachet Boutique’s art program will change regularly to explore various topics relevant to the New York art scene. The pieces are available for purchase at the hotel front desk. In addition to the art gallery, the hotel lobby also offers a contemporary library with a variety of literary works curated by the luxury book publisher, Assouline.

Guests can also indulge in a high-end retail experience by visiting Jay Kos’s boutique store at the hotel lobby. For the first time, the fashion icon will bring his pieces and made-to-measure suits and jackets to Midtown Manhattan. Adjacent to the store, the Playboy Club will return to New York decades after the original was first built. Under Chef Laris’s direction, the Playboy Club will provide crafted cocktails accompanied by a selection of gourmet bites and desserts.

The rooms at Cachet Boutique NYC will offer a specially curated mini-bar filled with a mixture of snacks and locally-sourced items, such as Tate’s Bake Shop Chocolate Chip Cookies, Salty Road Salt Water Taffy, Widow Jane Whiskey, Bushido Sake, La Colombé Coffee and an assortment of Asian specialty bites.

The New York property follows the Cachet Hospitality Group's opening of several hotels in Asia and Mexico. "Our global portfolio continues to expand with additional openings in North America and Asia planned throughout 2018," Robert Roche, chairman of Cachet Hospitality Group, said in a statement. "We are excited about our entry into the U.S. market with our newest property in New York City."