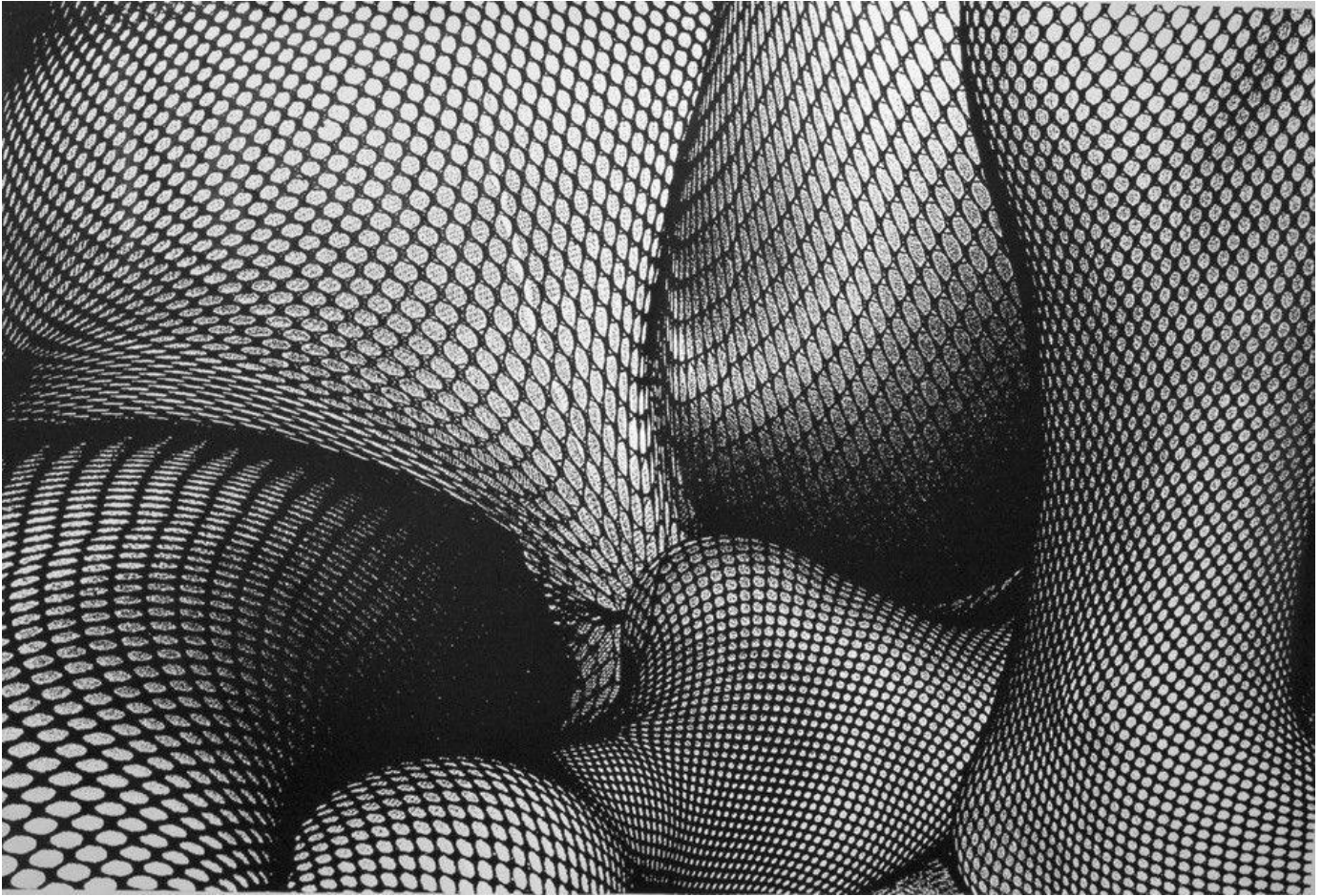


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CACHET BOUTIQUE NYC ARRIVES IN MANHATTAN

By Will Speros, November 16, 2017



Cachet Boutique NYC, the U.S. flagship for Asia-Pacific hotel-based hotel management company Cachet Hospitality Group, has arrived on the west side of Manhattan's Midtown region. The 105-room hotel features an Asian-influenced design with contemporary touches for an immersive experience.

Guests are welcomed in the sleek lobby with a photography exhibition and video installations curated by the city's Steven Kasher Gallery. The lobby includes a contemporary library as well as a Jay Kos boutique store and a new iteration of the Playboy Club. The hotel is also home to the indoor-outdoor cocktail bar EDEN Local, which will be joined by the Asian dining concept the Bellbrook in 2018.

Guestrooms are appointed with custom furnishings that reflect the hotel's culturally immersive aesthetic. The loft-like Outdoor junior suite is clad with a terrace and a unique mural, while the roomy Bocce club suite pays homage to the hotel's bocce court, which is hosted across a heated sky deck. Outfitted with stone and glass, airy bathrooms feature rain showers.