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Hospitality at Home

By Jenny Stanley

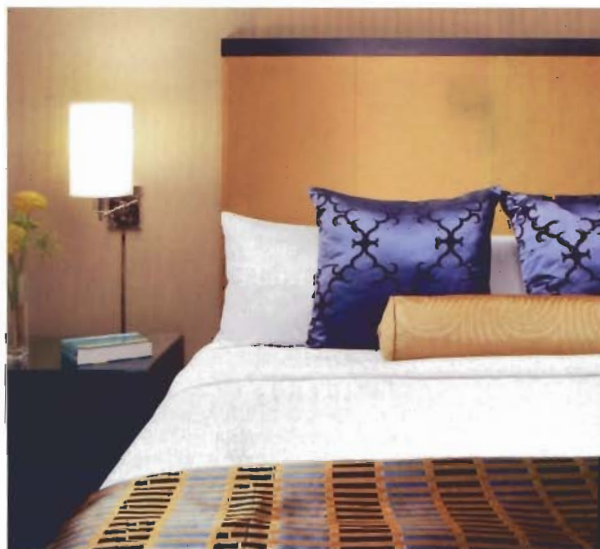
Ever wish you could move into your favorite hotel, or maybe have its tasteful design and functional setup transported back to your home? Getaway groupies can stop dreaming because this fantasy is quickly becoming reality.

Here, Sarah Bates, vice president of Hoteluxury, a Web-based retailing solution for luxury and boutique hotels, and Ameer Rusche, visual director for Boxport, a division of The Higgins Group that provides retail merchandising and re-order fulfillment for luxury hotels and more, share their savvy on a booming trend that makes it possible for vacationing guests to check out with more than just a goodie or two from the gift shop.



I Inspiration Station "The industry has shifted," Bates says. Where there was once a clearly defined difference between luxury commercial and residential interior design, there is now a striking similarity; and sumptuous stays have evolved to showcase—and even launch—at-home design trends. But because most hotel accouterments are custom-made, it had previously been difficult for patrons to recreate that same atmosphere in their residences. "There has been pent-up demand for a long time," Bates points out. Now, in an effort to create the ultimate guest experience, many inns are extending their services to include take-home furnishings. With Hoteluxury, "they can buy anything and everything from the hotel," she says, including the Lobby High Back Sofa (\$5,400), Spire Bar Lamp (\$2,000) and Guest Room Framed Print (\$1,400), all from Nine Zero, a boutique retreat in Boston. *Nine Zero*, 617.217.2777, <http://ninezero.hoteluxury.com>.

2 Try Before You Buy Whether it was intended or not, guest rooms are designed to let visitors informally test-drive the products that are showcased, Bates says. Rusche adds, "People tend to stay in hotels that relate to them, so they usually react favorably to the products." In particular, she says, there is a strong connection to the bed. Many hotels are increasing the quality of mattresses and linens for guests, who, as a result, want to take the sleeping ensembles home. To recapture your latest Hilton stay, adorn your own boudoir with the Suite Dreams Mattress and Box Spring (\$1,450 for a king) and the Hilton Family Exclusive Clock Radio (\$60 or \$110 with a CD player). *Hilton to Home*, 877.344.5866, www.hiltontohome.com. Or, if the Hyatt happens to be your heaven, purchase the recently released Hyatt Grand Bed (\$1,550 for a king, shown) and Speakmen showerhead (\$60). *HyattAtHome*, 888.241.5165, www.hyattathome.com.





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Inspired by five-star hotels across the globe, but with no strings (or brand names) attached, Hotel Collection is a line of superchic, hotelesque products for the home sold through Macy's department stores. The collection of goods offers yet another chance for travel buffs to incorporate the comforts of high-end stays into their residences. Case in point: The Bold Stripe Bedding whose queen duvet, quilted coverlet, bedskirt and standard shams (about \$790) portray the sophisticated patterns and luxurious textures of upscale hotel furnishings. 800.289.6229, www.macys.com.



For more information, visit
www.hoteluxury.com or www.boxport.com.



3 Retail Trail Though this trend has been obvious, yet slow within the hospitality industry, it appears to be gaining speed—with big and small hotels alike. "It's an extra branding step," Rusche says. And the added stream of income from product

sales is like a bonus. Bates notes that it also provides an avenue for earning back the original investment in brand development. Does it work? Well, after bringing home everything but the bathroom sink (or maybe the bathroom sink too), customers are sure to remember their visit, especially with distinctive products like the Moroccan Side Table (\$195) from *Sedona Rouge Hotel & Spa* (www.sedonarouge.com) and the Hampton Brunch Plates (\$65 per four-piece set) from *Shutters on the Beach* (www.shuttersonthebeach.com), both also available through *Boxport*, www.boxport.com.