



*the Report:*

# NEW YORK - Vol. 3

2017 May 23 - 27

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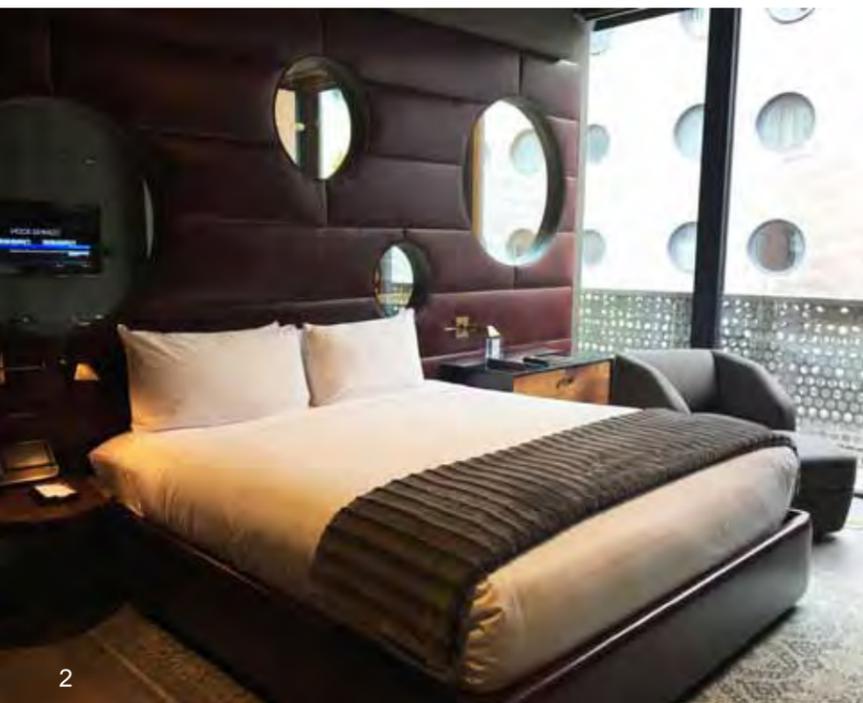
# The *Dream* Downtown

OPEN: 2012

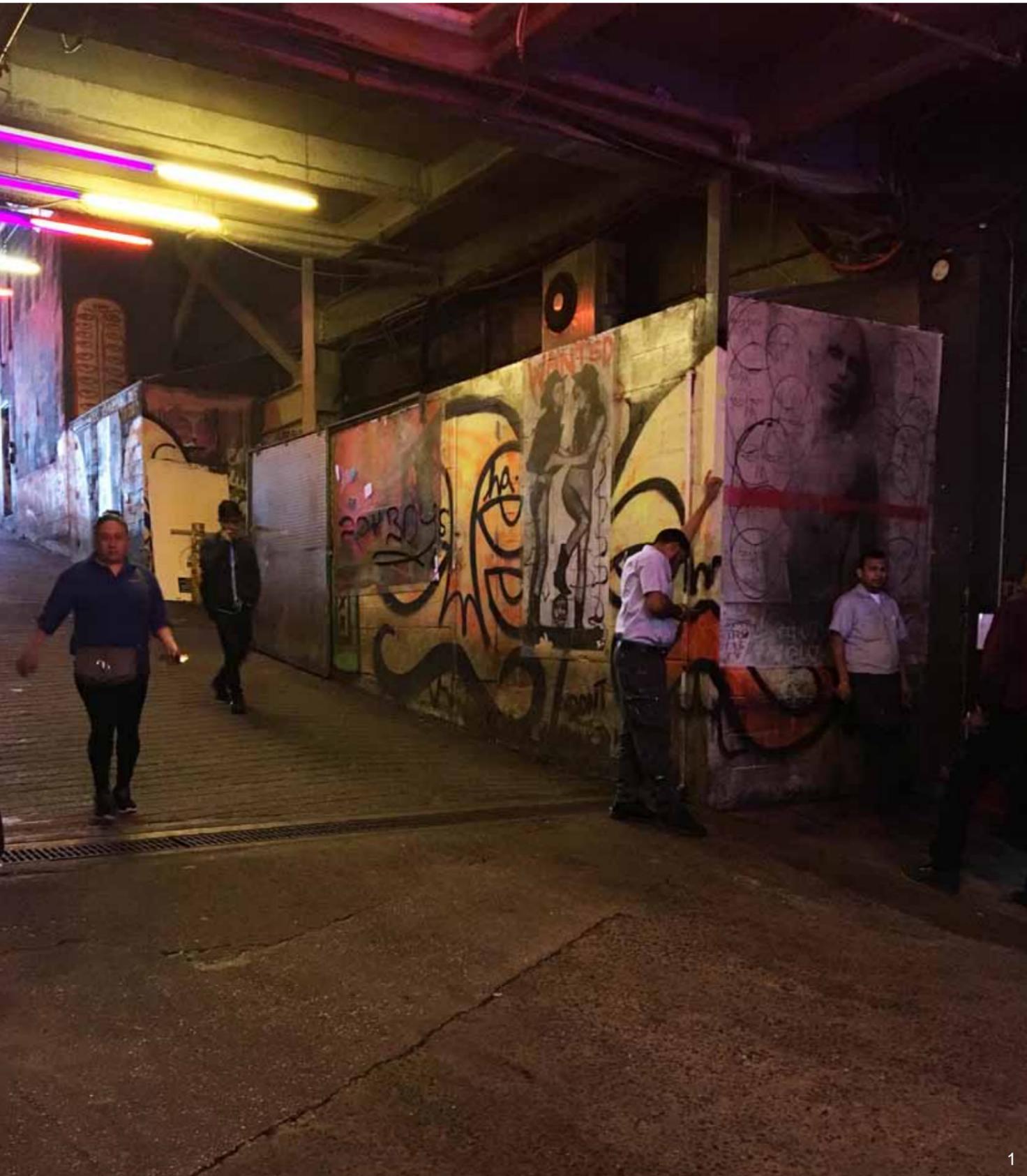
355 W 16th St, New York, NY 10011, USA

We were able to meet with Kevin Wallace who is a manager of Dream hotel group Asia pacific, based in Bangkok prior to the hotel tour he set up for us. Dream hotel group has four brands, Dream hotels, the Chatwel, Time hotels and Unscripted with different ranks and styles. The one we have visited was Dream Downtown located in Meatpacking district. Kevin said it represents their ideas very well. The location, Meatpacking district is well known as trendy night destination in New York and filled with bars, restaurants and night clubs. The style of Dream Downtown doesn't fit with our research category of vintage modern specific in the New York, but it is more like hippy and trendy style that could exist anywhere in the world. However, it filled with ideas that unique to the Meatpacking district where people look for party scenes. The Dream Downtown opened in 2012 as a hotel done by Hondle Architect on the former site of the American Maritime Union.

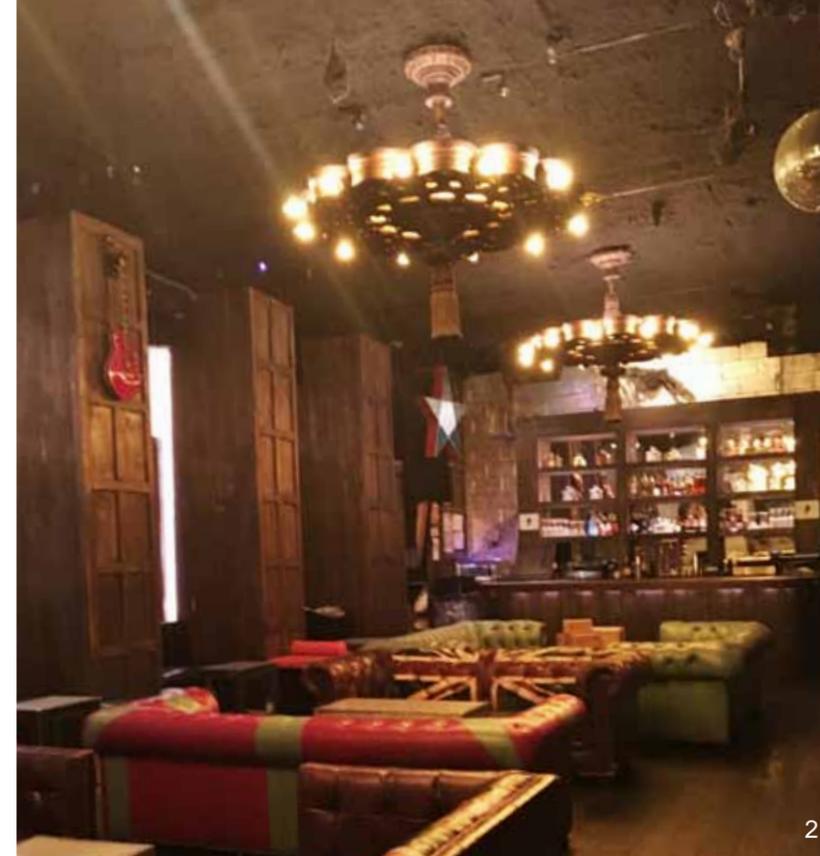
There is a self-service cafe right next to the hotel entrance and there are two other restaurants in addition. The unique feature, central courtyard with swimming pool is sandwiched between the two guest room towers. The lobby is located below the swimming pool and you can see the movement of the water and people swimming from the lobby. On the top, there are hair salon, event space, roof top bar and night club etc.. There are many layers of entertainments within the property and the guest can enjoy the stay in the meatpacking district.



1. Lobby lounge right below the swimming pool 2. Guest room: each guest room has a simbole of Maritime union's circle windows. 3. The window is also in the bathroom 4. The court yard with swimming pool, wichi is located in between the two guest towers. 5. Roof top bar 6. Hair salon located on ground floor. .



1



2

#### Electrical room

The attraction which we thought the most unique in the Dream Downtown was called “Electrical room.” To enter the club, you will need to go through the loading deck which is decorated with graffiti and neon lights. However, there are no signage that indicates there is a night club and you won’t be able to find out what’s going on even though you see long queues. The hotel manager Shaquoia who took us to the tour described it as “Speakeasy.”

“Speak Easy” is a term that established in the Prohibition era. There were hidden spots to get a drink when alcohol was illegal to serve in USA. Today’s Speakeasy are often hidden bars or night clubs that almost impossible to find without knowing the trick. We realized that there are many “Speakeasy” in New York and there are many styles and tricks. Because not that everyone knows, it gives you special VIP feeling once you find it out. The electrical room is a popular hot spot that many celebrities also showed up, such as Madonna. Whether you are in or out is depends on the bouncer and you have to look cool enough to be invited in the Electrical room. The hidden tricks to enter motivate people to get the special status that you can only experienced in NYC.

Dream hotel Group opened their hotel in Bangkok in 2016, and also two in Vietnam in August 2017(Oceanami and Gavel Maldives). They are planning to expand to Sri Lanka and Indonesia also.



3

1. Loading deck and the entrance of the club. 2. Electric Room. 3. Bathroom design

# Baccarat Hotel

OPEN: 2015

28 West 53rd St., New York 10019, USA

French crystal maker boasting 250 years of history, Baccarat's first global flagship hotel. The Baccarat tower is 50 stories high rise and divided into 5 stars luxury hotel and residence. The hotel section including the restaurant is from the ground floor to the 12th floor with 114 guest rooms and the rest of floors are for 60 residences. All of the hotel amenities are available for the residences. The building was designed by SOM and interior was done by Parisian designer Gilles & Bossier. On the 2nd floor, there are reception of the hotel and lounge "Ground Salon." The space has the highest quality and sophisticated design that representing the brand of Baccarat. Chandeliers and a crystal objects are used as main element of the design and french silk drapery are dramatically covering the entire wall. There are also La Mair spa which only 12 locations in the world such as Paris and Milan. Every detail is filled of luxury. The interior of the residence is done by Tony Ingrao and the penthouse located on the highest level was \$60 million. Brand hotels is very catchy and easily get the public attention and typically over designed. However, the Baccarat hotel well represents the classic sophistication of the brand and symbolized the possibilities of the modern approach toward next generations.



# Arlo Soho

OPEN: 2016

355 W 16th St, New York, NY 10011, USA



wherever we can place the hangers. However, the highly designed public spaces located on the ground, 2nd floor and roof top are enough to cover the drawback of the room size. It is simple but well refined design with plenty of sunshine you can feel in the open lounge and bar space. You can use the space as extension of your living space. The guest room is just for you to put your luggage safely, to shower and to sleep. That is all you need in your room and you should get up and enjoy the outside of NYC. That is the concept of the micro hotel, Arlo hotel. Arlo hotel's mission is to help the community to be more social and active. Various events are planned at the rooftop bar and it is social gathering space for the guests and locals.



Arlo hotel is a "boutique micro hotel" opened in 2016. It is reasonably priced for the location and the design was done by AvroKO. The office designs and manages many trendy restaurants in New York. Those two reasons, we have picked this hotel for our stay in New York. The guest room was smaller than we have expected and every time we entered the room one of us hit our knees on the corner of the bed. There is no space for wardrobe, only small hooks and hangers are provided. We needed to manage by ourselves to organize our dresses utilizing every corner

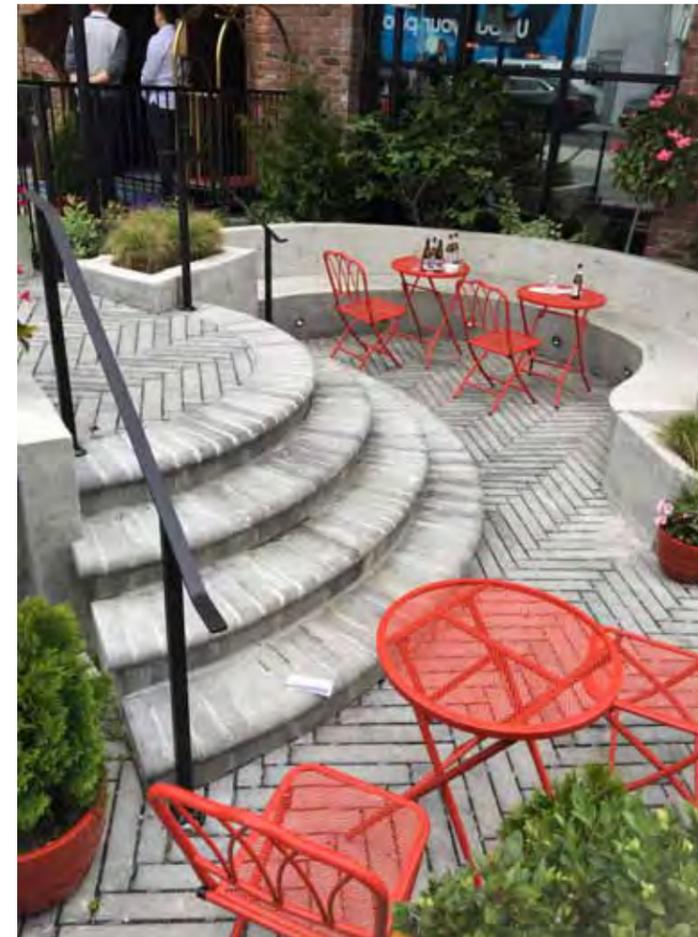




# THE WILLIAMSBURG HOTEL

OPEN: 2017

96 Wythe Ave, Brooklyn, NY 11249, USA



Williamsburg hotel started partially open on January 2017 and was slowly showing their features. It is 8 stories building with 150 guest rooms. Its open terrace is on the arched steps, welcoming the guest to the Bar space. The hotel reception is hidden on the corner and the symbolic skipped floor space bar stands on the center of the space. It emphasizes that it is a local bar rather than the hotel bar.

The design was done by Michaelis Boyd from UK and the Williamsburg essences are packed in the hotel. It is ground up building on the former site of wooden water tank factory. Although it is new building, they tried to incorporate the background of the industrial scene of Brooklyn and used timeless materials such as brick, deserted wood on flooring, and black steel frame glazing. Although it is not the original, but as the symbol of the hotel, a wooden water tank is on the roof top of the building. The hotel is equipped with full facilities such as balcony, roof top pool, multipurpose banquet room which were able to be implemented as it is a ground up building. The area is still in development with more shopping and entertainment facilities. This hotel is bound to become popular.



*the Report:*

# Shopping Experience NOW

In recent years, rents in New York City have skyrocketed.

Major brands including Polo Ralph Lauren and Macy's are closing their flagship stores. Flagships at N.Y. prime locations even as advertisement are just not worth their rents any more.

When we visited 5th Avenue, there were many vacant lots and the place seemed lacking in its usual energy, even considering that heavily guarded Trump Tower, the American President's private residence tends to keep pedestrians away. In fact, it is reported that sales were slow in the neighborhood.

For retailers, the quick way to achieve sales growth has been to increase the number of stores. But now that the retail landscape has become way overstored, retailers must get more creative to generate growth.

The spread of e-commerce affected the conventional customer behavior in such a way that they don't need to go out shopping. What measures do brick and mortar stores take to survive the current wave of closures?

We saw interesting new ideas for bringing back shoppers in SoHo and Brooklyn, rather than in the luxury shopping area on 5th Avenue.

# NOT JUST A STORE

While the retail business is heavily impacted by the online commerce, the food industry is growing partly because tasting experience cannot be replicated in the virtual world. More and more brick and mortar boutiques incorporate cafés in an effort to steer in more customers, offering them physical brand experience that cannot be had through online shopping. This trend in part responds to growing consumers' desire for unique shopping experience which online stores, though prevailing, still cannot offer. Another noticeable attempt by apparel brands is to develop a lifestyle image of their brand. Case in point, Polo Ralph Lauren continues to run their super-popular Polo Bar even after the closure of its just 2-year-old flagship on 5th Avenue. Furthermore, the company is planning a new store with bookstore/café (Ralph's Coffee) concept. Club Monaco on 5th Avenue shows a successful example of lifestyle branding. The boutique added a café/bookstore element in collaboration with the old local bookstore, STRAND. The spread of the Internet has relegated brick and mortar shops to a sort of "showrooms" where consumers just check out the products before buying them online. Popular stores are the ones offering attractive settings and services which customers can only enjoy on site.



## Rapha

Rapha Cycling Club NY is a London-based cycle clothing shop.

Its New York branch has an in-shop café where cycling lovers can watch pro tour races on a large TV screen. Moreover the club serves as a social hub for local city cyclists, hosting get-together parties and cycling events on weekdays and weekends.

It was a Saturday morning when we visited. The place was filled with fans watching enthusiastically a live tour on the large monitor.

Benches at the store front, a cozy courtyard in the back create an easy and friendly atmosphere for people to hang around and share their passion.

## MIANSAI

Miami-based accessory brand, Miansai, opened its first flagship shop in New York in 2013. Miansai products are carried at major department stores such as Barney's New York. In Japan, they can be purchased at several import shops. Founder and designer, Michael Saiger personally conceptualized and designed the SoHo store which resembles a beach house with its rough-textured white brick wall.

At the entrance sits a charming tea & kobjucha bar. Visible from the street through a large window, it certainly catches the attention of curious pedestrians.

The flagship offers all the main collections; jewelry, watches, and leather goods as well as home products like candles and soaps.

At the "build-your-own" station, you can make your own bracelet by choosing from original closure hardware and handmade string materials. Colorful leather strings on spools decorate the white brick wall like an art piece. But they are actual materials for custom-made products.





### BONOBOS

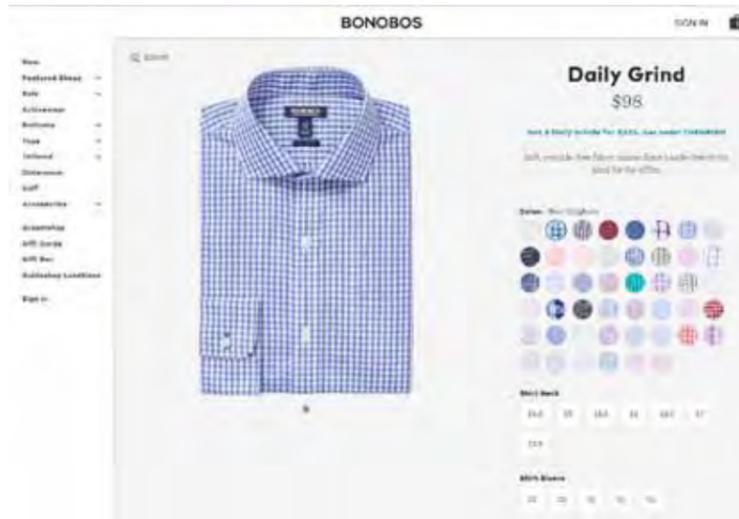
While Miansai and Rapha try the mixed-use approach to attract customers, there are brands based on an entirely different premise. Bonobos, an online men's apparel brand, was founded by two Stanford MBA students in 2007. It became popular with colorful custom-fit pants which you can calmly select and order at home. And then, the company launched brick and mortar "Guideshops" in 2012. You cannot actually take what you bought with you. But all the collections and sizes are available for you to try on with a "Guide's" assistance. A Guide will place your order and it will be shipped to your home so that you can walk out hands-free. This concierge-style service allows customers more real and personalized brand experience and thus compliments the matter-of-fact impersonality of online business. The Guideshops are located in major American cities. New York City has five including the 5th Avenue flagship.



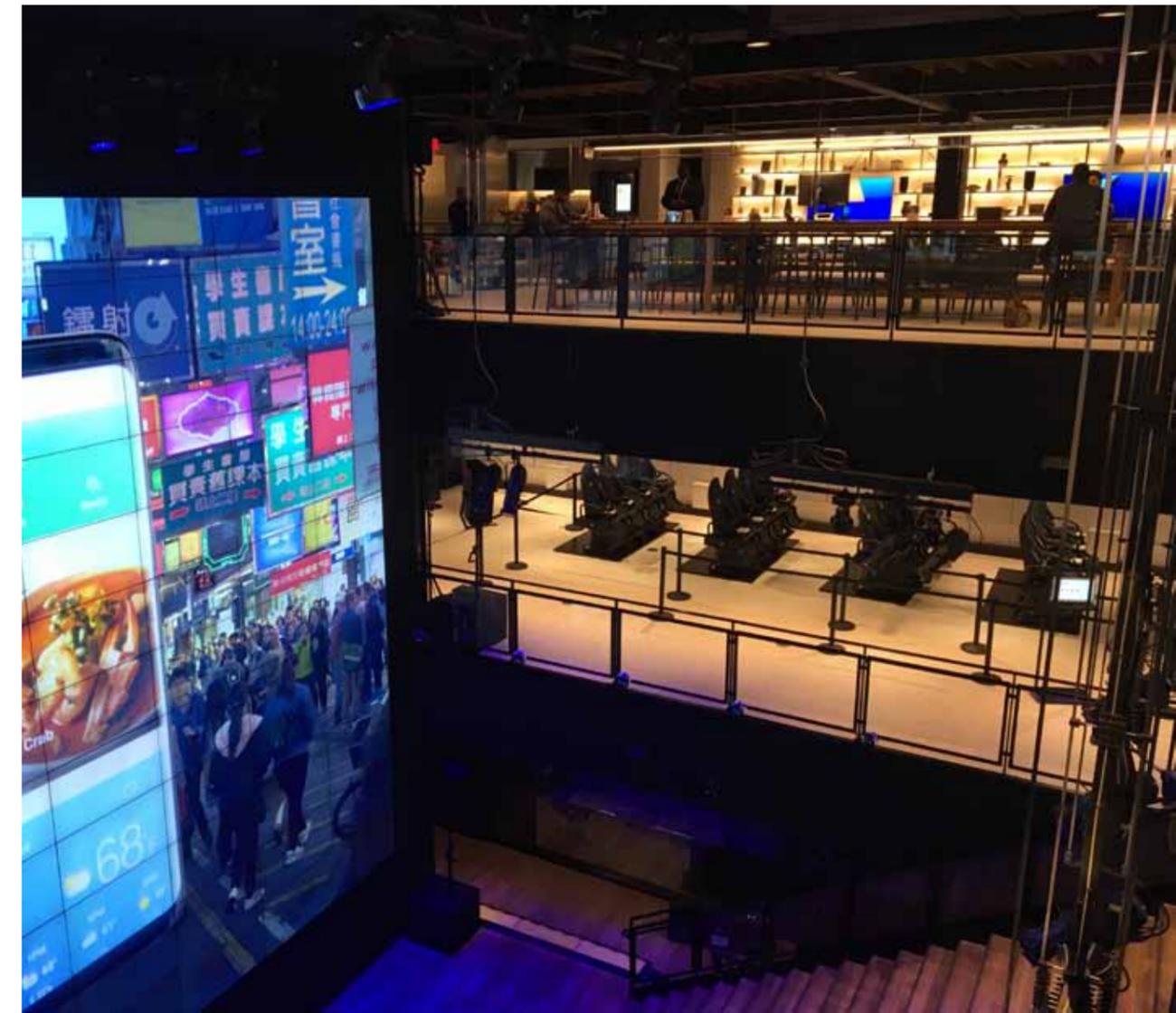
### Samsung 837

When the new Samsung flagship opened in 2016 at the Meatpacking District in New York, the Medias were much buzzing about this store not selling their merchandise. Samsung 837 was created solely to be an experiential showroom like Bonobos. Samsung's first Manhattan showroom/office, designed by Gensler, occupies 3 floors from B1 to 2F with 1,160 sqm (12,500 sqf) in total. The showroom with industrial-style interior matching the image of the Meatpacking District, showcases the latest technology in somewhat cozy atmosphere. On this digital playground, visitors can have interactive experiences with Samsung's state-of-the-art innovations. A 3-floor-high stadium-style theater has the world's largest digital screen comprised of 96x55 inch displays, showing various contents such as live streams and special programs. At a cool internet-café like space, Samsung owners can receive one-on-one service from Techies. Samsung commits to contribute to the local community and New York through partnership with local businesses. For example, Rag & Bone designed the staff's clothing and Smorgasburg, Brooklyn-based open-air market curates the café's menu featuring breakfast, lunch and pastries.

# STORE EXPERIENCE



Once inside a Guideshop, a Guide explained how the system worked. We couldn't help feeling a little odd about not being able to take home even a pair of socks or short pants though they were not custom-fit items. But many male customers actually seemed to visit the shop just try on clothes. Maybe in near future more people will be accustomed to the idea of the "Guideshop of an online brand". Another online-origin suitcase store, AWAY also runs brick and mortar shops based on the similar idea as Bonobos. The difference is that you can take the purchased item with you. Still, you can get a discount if you buy online.



# Brooklyn

Various things have been moving to Brooklyn from Manhattan, as real estate price soared in Manhattan. New culture and idea unique to Brooklyn have been born recently. Shopping through internet is prevailing these days, Brooklyn has become very attracting place for the people who prefer actual shopping. There are many things you can see, and a special feeling only can be experienced is here in Brooklyn.



## Smorgasburg Market

This is a largest market in the United States originated in 2011. The market is open in weekend at a vacant area in the waterfront and in East river state Park. It is very popular event that draws 20-30 thousand people.

For the local food stall operators without actual stores, opening the booth at Smorgasburg may connect to business opportunities. We saw a booth selling "Ramen burger" created by a Japanese. Yuji Ramen, popular for "Sea urchin

Ramen", also started his business here. There is a small stage for music and event, and also you can enjoy picnic in this area. This market has helped to revitalize the area and community.

## J Crew, Ralph Lauren

There are many small boutique shops in Brooklyn. They are popular with showing characteristic appeal in the local area. Strolling in the area, we saw many unknown brands shops

with very attractively displayed stores. J Crew and Ralph Lauren opened their shops in this area realizing its popularity. Their stores are well blended in this area without showing their normal display.

It was unimaginable a few years ago that major brands would open their shops in Brooklyn. It may be due to the rise of real estate in Manhattan, but this trend shows the value of this area has been rising.

1. Ralph Lauren Williamsburg store  
2. J. Crew Williamsburg store



Depanneur:

Sandwich and local foods shop. They sell the foods made in Brooklyn, imported food, and specially selected cheese. Their sandwiches are very popular, and the shop has variety of hard to get unique foodstuff.



Brooklyn Brewery

This brewery started in Williamsburg in 1984. They started contracting their brewing in the beginning, but now their brand is well-known in the world. Presently, their beer is sold in 30 countries. Kirin Beer Co. has bought 25% share of the company last year, and started selling Brooklyn Beer in Japan since June 30, 2017.



# Brooklyn Made

“Brooklyn” has become a world brand name in food industry and craft movement since last 10 years.

A popular author published a book in 2015 called “Made in Brooklyn, An Essential Guide to the Borough’s Artisanal Food & Drink Makers”. Perhaps, with popularity of “Farm to Table” movement, the quality food and drink made by the local family business have been well received even by the taste-sensitive New Yorkers.



Mast Brothers Chocolate

Cute packages make their chocolate popular also.

BUGG  
Popular Brooklyn made bag shop.