

TRAVEL AND HOSPITALITY

St. Regis New York revamps dining venues, redesigns lobby

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The five-star Fifth Avenue hotel now features renovated lobby and bar spaces, in addition to two entirely new dining venues. Image credit: Marriott International

By LUXURY DAILY NEWS SERVICE

Hospitality brand St. Regis Hotels & Resorts is sharing the results of a major renovation project.

An iconic Fifth Avenue property recently debuted new and revamped public spaces, including a redesigned lobby. The reinvention of the hotel's public spaces, led by interior design firm Champalimaud Design, land as St. Regis New York celebrates 120 years of luxury service.

"We are thrilled to debut the exquisite renovation of our very first St. Regis hotel and global flagship, The St. Regis New York, while also celebrating the 120th anniversary of St. Regis a significant milestone for the brand," said Jenni Benzaquen, senior vice president of [The Ritz-Carlton](#), St. Regis and Bvlgari Hotels & Resorts, in a statement.

"This anniversary reflects our enduring legacy of luxury, personalized service and contemporary elegance that has captivated guests around the world," Ms. Benzaquen said. "As we honor our rich heritage, we remain deeply attuned to the desires of both our loyal guests and the next generation of luxury travelers, ensuring that every experience we offer is as extraordinary and bespoke as it is timeless."

St. Regis enters next era

Unveiled officially on Sept. 19, St. Regis New York's lobby and King Cole Bar have been reimaged as two new dining venues are introduced.

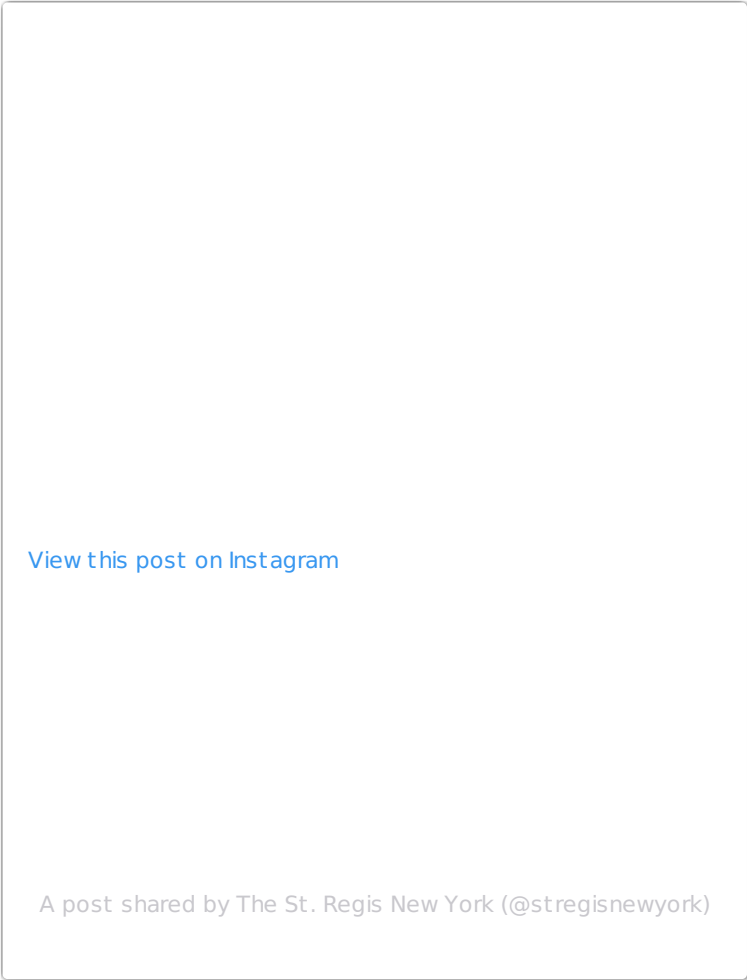
The hotel, founded by American businessman John Jacob Astor IV, son of American socialite Caroline Astor, during the 20th century, intends to honor its history, one closely tied to the prominent Gilded-Age family ([see story](#)), while modernizing, in an appeal to today's global traveler.

Updates nod to the original construction's Beaux-Arts architectural layout, adding a few special contemporary touches.

"We have created spaces with energy and splendor, layering the classic architecture with contemporary elements, reinvigorating the hotel with magic, as the Astors had done when the hotel first opened," said Alexandra Champalimaud, founder of Champalimaud, in a statement.

"The public spaces will have a sense of openness and a palette featuring emerald greens and red rose tones that evoke the

grandeur of the Astors’ legacy.”



In the lobby, furnishings have been rehailed and restored exterior facing windows now incorporate a stained-glass panel that mimics a layout from U.S. jeweler Tiffany & Co. initially installed in 1905.

Cages that once housed the front desk are back, this time as part of a set of walls behind the reception desk.

The lobby has additionally been expanded, and features an open floor plan. The adjoining welcome area is accented by custom handpainted wall coverings and an original chandelier from Tiffany & Co.

King Cole Bar at the St. Regis New York’s signature Maxfield Parish King Cole remains affixed to the wall, but is now surrounded by dark wood paneling, a deep green ceiling and seating revisions, including scalloped banquettes and lavender tasseled chairs.

Inspired by the first breakfast room to open at the property, the all-new La Maisonette will serve breakfast, lunch and afternoon tea. The Drawing Room is the St. Regis New York’s answer to a more relaxed, lounge-style set-up, containing a main dining room and an extended lounge

For the first time ever, hotel guests can view the original Astor Library’s private collection of books, commissioned by Mr. Astor from American publisher Scribner and Sons. The library display is located on the hotel’s second floor.

“Since 1904, The St. Regis New York has stood as a beacon for generations of global travelers looking to be in the center of Manhattan and surround themselves in the timeless allure which has defined the Fifth Avenue icon from its founding by John Jacob Astor IV,” said general manager Octavia Marginean-Tahiroglu, in a statement.

“The renovation signals a milestone moment for the cherished New York City icon as we present our masterfully redesigned public spaces this fall in our 120th anniversary year.”