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Shop Around the Clock

By Jenny Cusack



New York City

Ah, New York, the city that never sleeps. Where else can you visit the salon for an impromptu treatment in the middle of the night, and dine on worldly delights at 5am, and party straight through sunrise to lunch?

With this 24-hour New York lifestyle in mind, the 1920s-era Mark Hotel has launched a new service: round-the-clock private shopping at Bergdorf Goodman. The five-star hotel in Manhattan's Upper East Side gives guests exclusive access to personal shopping at the luxury department store, round the corner on Fifth Avenue, at any time during their stay.

The service will put an end to last-minute wardrobe malfunctions - such as forgotten dress shirts or heels through hems - which threaten to ruin big events or meetings. It's also a saving grace for those with precious little time for shopping (so much to do, so little time during the day), and for those who prefer to browse in blissful solitude.

The new shopping service is available through The Mark's concierge who has direct access to perhaps one of the most covetable private shopping lines in the city: Bergdorf's director of personal shopping. And the store also has a team of Bergdorf personal shoppers with a client list of socialites and fashionistas, who can cater for styles from Uptown glamour to Downtown cool.

The Mark Hotel, Madison Avenue at 77th Street, Manhattan, New York (00 1 212 744 4300; www.themarkhotel.com). Doubles from \$650.