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The Mark Hotel Offers an Enchanting Retro Feel Right Out of Mad Men

By Laura Feinstein



There are few hotels in New York City that can boast being equally fit for a visiting family as for a world-weary ambassador. However, such is the case with the resplendent **Mark Hotel** on NYC's posh Upper East Side.

With a color and décor scheme heavy on browns, whites, and stripes, visitors could easily feel like they've stepped into a Henri Bendel department store, rather than one of New York's most luxurious boutique hotels. Located in a 1927 landmark building on 77th and Madison Avenue, this five star hotel is part of the Jacques Grange/Alexico hotel group, and whose restaurant, The Mark, features a menu specially designed by award winning Jean-Georges Vongerichten. On the bottom floor, the famed dining spot daily creates some of the best artisanal seafood dishes in the city, and is often frequented by both socialites and movie stars, as well as businessmen looking to entertain clients and partners in refined elegance. The moody lighting at night, creating an enchanting retro feel right out of Mad Men, during the day becomes more subdued, as a pleasant breakfast is laid out at the The Mark's newest innovation: The Mark to-go. With soft neutral coloring and piping hot lattes, The Mark's breakfast anti-chamber is a great place to grab a quick cup of coffee and a scone with a client or loved one, before setting off to see the rest of the city.

For those looking to be pampered, at the in-house Frederik Fekkai Salon (often frequented by the icon himself), guests can get a full range of salon services while luxuriating in probably one of the least crowded beauty establishments in the city.



For those who pride themselves on their discerning tastes, take this to heart: it's been said that Anna Wintour once stayed at one of the more palatial suites at The Mark...and loved it. It should also be noted that the furnishings for the guest rooms and suites have all been personally designed or selected by Mr. Grange, in "pale soothing tones that evoke the height of Parisian luxury in the 1930s." Epic baths (one was actually used in a recent photo shoot for Vogue), sheathed in black and white marble and nickel fittings, are a contemporary update of Grand Hotel elegance. The beds are also equally decadent: custom-made for The Mark, and dressed in the finest Italian linens. In addition, Mr. Grange tapped Parisian design gallerist Pierre Passebon to commission a host of objets d' art, furniture and lighting fixtures, specially created for the hotel by renowned artists and artisans, including Ron Arad, Vladimir Kagan, Mattia Bonetti, Paul Mathieu, Eric Schmitt, Rachel Howard, Todd Eberle, and many others.

For The Mark Tower Suites, all accommodations have been fitted out with a custom kitchen specially designed by Piero Lissoni for Boffi, and feature custom-cabinetry, black granite countertops and appliances from Gaggenau, Miele and Sub-Zero.

If you are looking to get a workout after all that first-class food and pampering, head the state-of-the-art 1400 square foot fitness center within the hotel. Here, guests can receive personal training from celebrated Upper East Side mixed martial arts and kickboxing experts at Punch Fitness. Founded by national kickboxing champion, Adelino DaCosta, Punch Fitness offers guests the highest quality one-on-one physical conditioning.

As part of an ongoing effort to make those traveling with family have a more relaxing stay, The Mark also recently unveiled Mark Strollers, a collection of bespoke Maclaren strollers, designed with the hotel's monogram and signature black and white stripes. In addition, The Mark also offers amenities from neighborhood toy emporium Zittles, and specially crafted tours of the

nearby Metropolitan Museum of Art for ages 10 to 13. If your family extends to a loyal pooch, have no fear-- man's best friend has a special place at The Mark, with comfortable dog beds by Molly Mutt, signature water bowls, and a custom placement all available upon request. Not to mention, with Central Park just around the corner, The Mark is also just a hop, skip, and a tail wag away from doggy heaven.

Seeking more of a romantic park romp than a family outing? The Mark has you covered with their fleet of custom bicycles, available to rent for day trips, and manufactured by Republic Bikes. For full Parisian-in-NYC splendor, bring along a 'lunch-to-go' created by Jean-Georges. Inside each signature picnic basket are all the essentials- blanket, cutlery, and condiments. As an interesting personalized finishing touch, The Mark's award-winning chef concierge, Isabelle Hogan, has curated an illustrated bike map to help guests navigate central park.

So if you're in NYC and looking for luxury, but also a more practical or family friendly option (without scrimping on glamour), be sure to head over to the The Mark.

If you're interested in learning more about life at The Mark, be sure to see their film here: <http://www.themarkhotel.com/life/film/>