

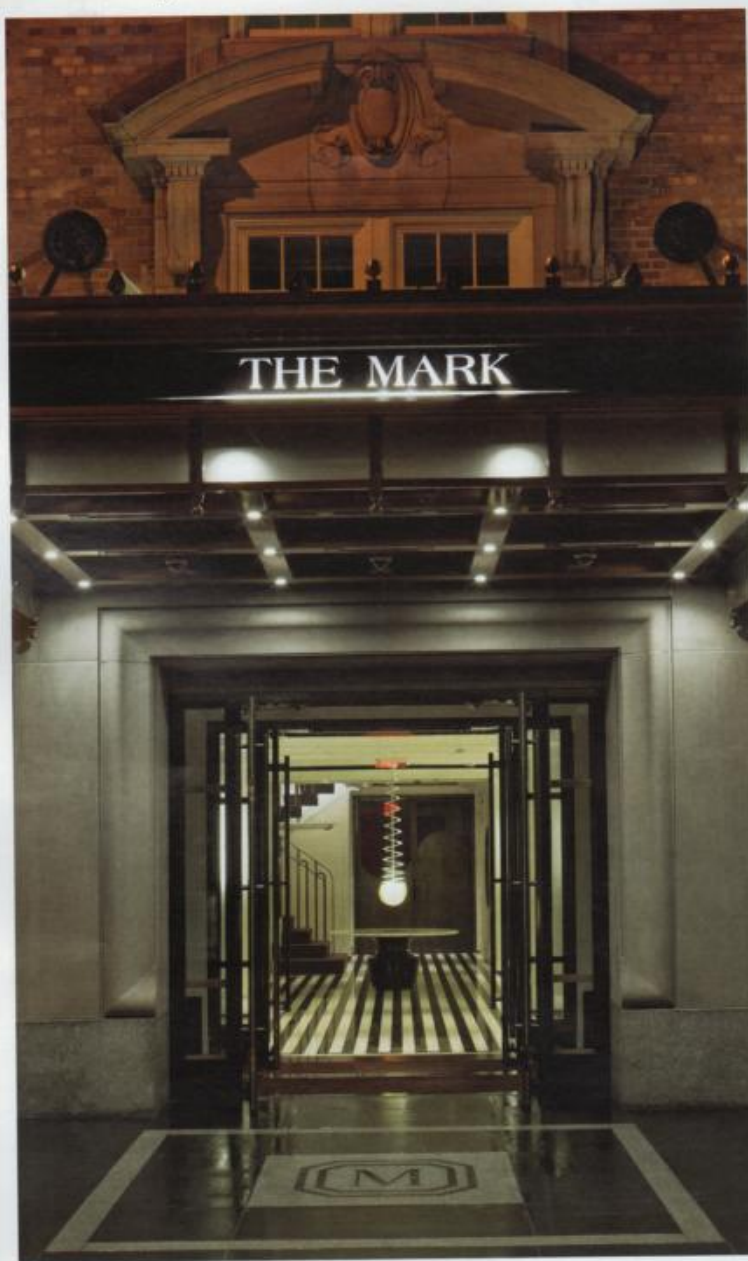
Scene

March 2013

Hit the Mark

By Delphine Barguirdjian





HIT THE MARK

How did The Mark Hotel become a magnet for celebrities and fashion? TEXT BY DELPHINE BARGUIRJIAN

The Mark hotel has long been a haven for Hollywood celebrities and New York notables alike. While *Vogue* editor Hamish Bowles explained its appeal saying "It's just so glamorous," some credit the hotel's avant-garde design as the main attraction, while others recognize the unparalleled service, privacy and ideal location.

Occupying a landmarked building built in 1927, The Mark is steps away from Central Park, blocks from the Metropolitan Museum and seconds from the high-end shops that line Madison Avenue. Since its renovation in 2009, The Mark's popularity has only grown, thanks in part to the addition of modern amenities, and preservation of the hotel's old-world charm. "We took a great brand—The Mark—and redesigned it to meet 21st century standards, bringing back the excitement of grand European hotel-style living that speaks to today's trendsetters," said developers Izak Senbahar and Simon Elias of Alexico Group.

The hotel's high-end amenities include a Frederic Fekkai salon, a state-of-the-art fitness center, an airport concierge and stylish bikes that sport The Mark's signature black and white striped design. Renowned French designer Jacques Grange is the man responsible for the hotel's striking and unique design. Creating rooms that calm and soothe their guests, Grange also commissioned objets d'art, furniture and lighting pieces by artists like Karl Lagerfeld, Eric Schmitt and Todd Eberle. Though guests have their choice of chic eateries right outside the hotel (Sant' Ambroeus, Daniel and Café Boulud are all within blocks), they need not leave the building to experience the city's finest fare at The Mark Restaurant and Bar by Jean-Georges Vongerichten, where power figures from all walks make it a place to see and be seen.

When superstorm Sandy wreaked havoc on the city this past October and forced Downtown residents to abandon their apartments, some of the city's boldest names found themselves in need of a five-star refuge to wait out the storm. It came to no surprise that many of them landed at The Mark on the corner of East 77th Street and Madison Avenue. Katie Holmes and her daughter Suri, Anna Wintour, Russell Crowe and Marc Jacobs all traveled uptown not just for heat and hot water, but for the personalized service they knew they would find at one of the city's most iconic establishments.

The Mark also offers permanent residences for those who just don't want to trade in high quality hotel living for an apartment building. Also designed by Grange, the apartments benefit from the hotel's five-star service and amenities, giving owners the perks of luxury hotel service all in a space they can call their home every day of the year. Now only six residences remain, including the duplex penthouse. With a grand living room located under a 26-foot landmark cupola, the five bedroom, seven bathroom penthouse also features a 2,400-square-foot private roof terrace. Offering Central Park views, there are few places that can hold a candle to this penthouse's chic style and idyllic location. After all, where else can you get a haircut by Frederic Fekkai, room service from the famous restaurateur Jean-Georges, and a shoe-shine from John Lobb right in your own home? ■



This Page: 1. The hotel's custom designed bikes and a picnic prepared by Jean-Georges, 2. The penthouse at The Mark, 3. The hotel's lobby and Concierge, 4. Jessica Biel and Justin Timberlake and 5. Carine Raitfeld and Scarlett Johansson leaving The Mark for the Met Costume Institute Gala.