

# Harper's BAZAAR

August - English Version

*The*

# ESCAPE

NEW YORK'S  
NEW CLASSICS

*From the sophisticated Upper East Side  
to the not-so-gritty downtown scene.*

*By Eléonore Marchand*

The Mark hotel

# The ESCAPE



Right: The rooftop at the NoMad Hotel.  
Below: The lobby bar at The Bowery Hotel.



A room at the NoMad Hotel

There is something magnetic about New York, something that engulfs you in the hustle and bustle of the city and injects you with energy. Keeping up with a city that constantly reinvents itself can be a challenge, but it sanctions New York as one of the most exciting cities in the world. Along with its diverse population — which speaks a range of 800 languages — there is an overwhelming amount of hotels, restaurants and shops to discover and choose from.

Yet some in particular stand out and have managed to preserve their clientele in a finicky world of trendspotting, where people so often want to move on to the next best thing. And, of course, there are these next best things that survive and prove themselves to be a fixture, holding their ground in the vibrant streets of New York.

The Upper East Side — once known as the Silk Stocking District, alluding to its affluent population — still has a prosperous cachet, and while the city's wealth is not as concentrated in that specific neighborhood anymore, the neighborhood continues to embody sophistication and elegance.

The Hôtel Plaza Athénée represents exactly that. Located in a landmark building on East 64th Street between Madison Avenue and Park Avenue, this Manhattan establishment has been attracting royalty, world leaders and celebrities for more than two decades. The hotel stylishly marries a sense of grandeur with the personal touch of a boutique hotel. The detailed guest rooms and suites offer old-world elegance with breathtaking views of the city's skyline.

A few blocks up, on East 77th Street, the Mark Hotel brings a fresh twist to chic with the art deco, sleek design of Jacques Grange and the culinary expertise of chef Jean-Georges Vongerichten. The hotel is a rendezvous point for the fashion world, and it lives up to expectations by partnering with luxury department store Bergdorf Goodman, which will open its doors at any time, day or night to the hotel guests.

"New York is known for the emerging of new trends, the abundance of endless options and the ease of being able to acquire anything a person may want, anytime they want it," says the Mark's general manager, Olivier Londonnois. "From a hospitality standpoint, it is important to embrace and exemplify these changes."

Further down the island of Manhattan is the Bowery, a neighborhood that, until the 1970s, was considered an impoverished area, populated by derelicts, punks and artists. It now hosts the reputable Bowery Hotel. The hotel has been attracting more tourists, as well as New Yorkers, to this area with its vibrant shops and restaurants, including the hotel's charming Gemma.

The hotel owners, Sean MacPherson and Eric Goode, stand out among hoteliers by building, designing and operating their own properties, executing their vision to the fullest. The attention to detail is obvious with antique furniture, chandeliers, wood paneling and colorful Moroccan tiles providing a luxurious atmosphere and blending eclectic charm with classic European warmth.

The NoMad hotel also contributed to the revamp of a neighborhood that predominantly housed T-shirt, luggage, perfume and jewelry wholesalers. Its name refers to its being north of Madison Square Park, where it is located in a fully restored, turn-of-the-century Beaux Arts building. With the growing appeal of the Madison Square Park area and its commercial surroundings, the NoMad has been attracting an international crowd to this



Top: The exterior of the Plaza Athènes Hotel. Right: The interior of Cherche Midi. Far right: A summer dish at Rosemary's.



up-and-coming neighborhood, many charmed by the decor of French designer Jacques Garcia, who infuses classic elegance with bohemian opulence by mixing 17th- and 18th-century references with modern influences.

The array of restaurants in New York City is striking and ever changing, with an approximate 20,000 restaurants dispersed throughout the city. But this surplus does not seem to deter restaurateurs and chefs from around the world from entering New York's demanding culinary arena. Keeping a finger on the pulse of food trends is essential, but maintaining a reputation and understanding your clientele is also a necessity.

Restaurateur Keith McNally made his mark on the city's dining scene with establishments such as Balthazar, a crowd-pleaser since 1997, Meatpacking District mecca Pastis (currently closed for renovation but scheduled to reopen next year) and Greenwich Village old-world charmer Minetta Tavern, with its notorious Black Label burger.

"Consistency of food, service and location" are key to his restaurants' success, says McNally, who was once referred to by *The New York Times* as "the restaurateur who invented downtown."

McNally taped into New Yorkers' sweet spot with an unflinching menu in a warm and inviting atmosphere and continues to attract a clientele day in and day out. "At breakfast, half the customers know each other," says McNally of Balthazar's loyal patrons.

And now many are trying to get a reservation at Cherche Midi, McNally's latest opening in the Bowery.

Another spot that is succeeding in maintaining its appeal and attracting a crowd on a nightly basis is Rosemary's in the West Village.

The inviting rustic decor is part of the charm, of course, but it mainly stands out for its rooftop garden, from which the kitchen sources as many ingredients as possible.

"Rosemary's is inspired by a farmhouse in Lucca, Italy, where food comes directly from the surrounding farms and gardens," explains owner Carlos Suarez. "We applied this to the heart of urban New York City by planting a garden on the roof. We use as much of the produce from the rooftop as possible, as it not only tastes great, but the quality is unmatched. We find that the less distance the food travels to the plate, the more delicious it tastes."

The restaurant ABC Kitchen embraced the "farm-to-table movement" with world-renowned Michelin-star

chef Jean-Georges Vongerichten. ABC Kitchen's menu only offers naturally and humanely sourced ingredients from regional farmers and fair-trade cooperatives free of any pesticides, antibiotics and hormones.

"I believe that the farm-to-table trend is more than a trend but a new way of life that is here to stay," says Vongerichten. "At ABC Kitchen, we have made a commitment to source local and sustainable ingredients, support local farmers and provide the very best that New York has to offer." And perhaps the very best is all it takes to become a New York classic. ■

## SHOPPING

### NEW YORK CLASSICS

**Bergdorf Goodman**  
754 5th Ave., New York, NY  
10019, (212) 753-7300,  
[www.bergdorfgoodman.com](http://www.bergdorfgoodman.com)

**Barneys**  
660 Madison Ave #9, New  
York, NY, (212) 833-2200,  
[www.barneys.com](http://www.barneys.com)

### TRENDY

**Dover Street Market**  
160 Lexington Ave.,  
at 30th St., (646) 837-7750,  
[www.newyork.doverstreet-market.com](http://www.newyork.doverstreet-market.com)

Conceptual department  
store by Comme des Garçons  
designer Rei Kawakubo

**Kirna Zabete**  
477 Broome St., New York,  
NY 10013, (212) 941-9656,  
[www.kirnazabete.com](http://www.kirnazabete.com)

**Opening Ceremony**  
10 Greene St., New York, NY  
10013, (212) 625-2828,  
[www.openingceremony.us](http://www.openingceremony.us)

**Rag & Bone**  
multiple locations,  
[www.rag-bone.com](http://www.rag-bone.com)

**Warby Parker (spectacles)**  
121 Greene St.,  
(646) 568-3720,  
[www.warbyparker.com](http://www.warbyparker.com)

**25 Park**  
1296 Third Ave., New York,  
NY 10021 nr. E. 75th St.,  
212-585-2525, 805  
Washington St.,  
New York, NY, (212) 734-2525

### VINTAGE

**NY Vintage**  
117 W. 25th St., New York, NY  
10001, (212) 647-1107,  
[www.newyorkvintage.com](http://www.newyorkvintage.com)

**Showplace Antiques**  
40 W. 25th St., New York, NY  
10010, (212) 633-6063,  
[www.nyshowplace.com](http://www.nyshowplace.com)

**Shareen**  
13 W. 17th St., Manhattan, NY  
10011, (212) 206-1644,  
[www.shareen.com](http://www.shareen.com)

**What Goes Around  
Comes Around**  
351 W. Broadway,  
Manhattan, NY 10013, (212)  
343-1225, [www.whatgoes-aroundnyc.com](http://www.whatgoes-aroundnyc.com)

The dining area of ABC Kitchen.

