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HOTEL MELA PREVIEWS EXCLUSIVE ANNE BOWEN UNIFORMS
-Famed designer brings high fashion to New York City's newest boutique hotel-

NEW YORK, NY – Hotel Mela, New York City's new 228-room boutique hotel, is debuting their chic staff uniforms custom-designed by designer Anne Bowen. New York City is the home to many celebrities, fashion and entertainment icons, and the fashion world is continuing to merge with different industries, including hospitality. This week, Hotel Mela is gearing up to make its mark in high-fashion with one-of-a-kind custom-designed uniforms that combine the sexy chic theme of the hotel with the sleek, ultra-hip feel of city life.

Anne Bowen, who has designed red carpet creations for such high profile celebrities as Catherine Zeta-Jones, Beyonce Knowles, Elizabeth Hurley, Janet Jackson and Kim Cattrall, has been chosen to design the original uniforms for the midtown hotel. Having designed couture pieces for more than ten years, Bowen has brought her signature style to Hotel Mela by innovatively fusing typical menswear fabrics with feminine touches to add a sophisticated and ultra-hip look to the staff's attire, reminiscent of early James Bond movies.

Bowen's "007" inspiration is evident in the staff's jackets, pants, skirts and custom handcrafted leather accessories created to hold their high tech devices. Additionally, Ms. Bowen's designs provide comfort and practicality with additional pockets for employees such as Bellman and Doorman who require compartments for convenience and efficiency, and mohair and alpaca wool coats for warmth throughout New York's winter months. Utilizing high-quality fabrics, including light weight wool, Egyptian cotton and silk, the uniforms are not only ideal for all seasons, but are comfortable for everyday wear. The pinstriped uniforms, accented in midnight blue, ice blue and crimson create a sophisticated, modern look and consistent image among staff members.

120 West 44th Street, New York, NY 10036 ♦ Tel: 877 4LA MELA ♦ 877-452-6352

Anne Bowen, whose collection is exclusively sold in the most prestigious retailers including Bergdorf Goodman, Neiman Marcus and Saks Fifth Avenue, has merged her original designs with the contemporary chic feel of the hotel to create the exclusive look of Hotel Mela.

“We are very excited to have Anne Bowen designs as part of the sleek, stylish feel that is Hotel Mela. She has brought her unique insight into fashion and merged it with functionality to create an innovative look that personifies the culture and appeal of the hotel,” said Hotel Mela General Manager David Lopez.

Located on West 44th Street, Hotel Mela is within a short walking distance to Times Square, and moments from Bryant Park, the location of choice for New York City’s fashion week extravaganza.

“Designing the uniforms for Hotel Mela has been a wonderful experience for me. To see your designs come to life and fit so perfectly with the image of the hotel is very rewarding,” said Anne Bowen.

Combining the rich culture and history of New York with the high style and fine art of Italian living, Hotel Mela emphasizes a unique approach to hospitality with their exclusive ‘At Home Sophistication’ design concept, offering guest’s unparalleled comfort during their stay. With a revolutionary approach to concept and design, the hotel’s overall philosophy is to deliver service based upon the guests’ desires which far exceed their expectations. Desires Hotels has created “Your Desires”, a signature program that supports this concept and is offered at designated hotels within the Desires Boutique Division. Hotel Mela’s “Your Desires” program will center on the diverse and culturally rich New York marketplace, bringing to hotel guests the very best the city has to offer along with comfort and personal requests. Highlighting the “Your Desires” program is a POD-cast program available for downloading by guests and featuring hotel information as well as the latest news on cultural events and entertainment happenings in the city during their visit.

The name Mela when translated means “Apple” in Italian, and honors the significant role that Italian culture has played in New York City’s history. New York’s influence is apparent throughout the public spaces that feature a collection of hand-selected artwork of landmark buildings and historic districts.

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For more information visit the website at www.hotelmela.com or contact us at 1-877-452-6352.

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Tecton Hospitality and Desires Hotels, the boutique division, provide a wide range of management services to both institutional and individual owners of hotels in the United States and Caribbean. The Desires portfolio currently includes the award-winning 93-room Sagamore Hotel, the 66-room Wave Hotel, the 83-room Circa 39, the 40-room Hotel Astor, the 61-room Betsy Ross Hotel and the 87-room condo hotel The Strand Ocean Drive in Miami Beach, Fla., the award-winning 84-room San Juan Water & Beach Club Hotel in San Juan, Puerto Rico, the 110-room Glenn Hotel in Atlanta, Ga., the 235-room

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Hotel Mela in New York City, NY and the soon to be open 229 room Seven Stars Resort & Residences in Turks and Caicos.

The Miami-based company also operates franchise hotels, including full-service properties and resorts under the Sheraton, Marriott, Hampton Inn, Choice and Holiday Inn brands.

For more information about Tecton Hospitality, call (305) 577-8484 or visit www.tectonhospitality.com or www.desireshotels.com.

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EDITORS' NOTE:

High-resolution color photos and renderings are available upon request. For media previews please contact Trica Jean-Baptiste.