

HAUTEL Couture

Travelers decked out in Armani and Versace can now check into a hotel decorated by... Armani or Versace.

By Geraldine Campbell and Lisa Arcella



Have a (fashionable) seat at Maison Moschino's Clandestino Milano restaurant.

DESIGNERS HAVE PUT THEIR stamp on just about everything, from statement bags and logo'd luggage to blingy sunglasses and key fobs. It's no surprise, then, that the world of fashion eventually set its sights on interior design. The recent influx of collaborations between high-end designers and hoteliers is a match made in the pages of *Vogue*: Like Parisians and scarves or private jets and resort collections, fashion and travel just go together.

Philip Treacy's Pink Salon at G Hotel in Galway



"Many A-listers are used to having the best of the best, and they are often very visual people who are extremely image-conscious," says local stylist Nancy Rosu. "This transfers into their preferred environment and is why many crave the designer hotels with all of the extraordinary details and lavish fabrics."

The House of Versace's first foray into the hospitality industry is an Italianate manse on Australia's Gold Coast, a palace of epic proportions where the vibe is, naturally, over-the-top luxury and everything, from bespoke furniture down to the bed linens, is unmistakably Versace. Donatella's second hotel is expected to open in Dubai later this year and is rumored to have Medusa heads and a temperature-controlled beach.

"Some guests love the House of Versace china and linens, but for most, their favorite part is that intangible Versace 'lifestyle' that the hotel so successfully embodies," says general manager Russell Durnell. "It's the ambience, the service and the amenities that complement the Versace furnishings that our guests love."



Sleeping in a ball gown at Maison Moschino. BELOW: Missoni kilts at Hotel Missoni in Edinburgh

Versace isn't the only Italian label with an opening in Dubai: Armani's first hotel debuted in the Vegas of the Middle East in April 2010 in the world's tallest skyscraper, the Burj Khalifa. Occupying the first eight floors, plus floors 38 and 39, the 160 rooms are done in a subdued color palette of grays, taupes and creams, with Armani-clad "lifestyle managers" tending to guests' every need. Next up, Giorgio tackles Milan and Paris.

Milan's hotel scene has already been conquered by the Salvador Dalí of the fashion world: The Maison Moschino opened in March 2010 in a renovated train station in central Milan. The hotel's 65 rooms are an irreverent, surreal take on your standard hotel accommodations with red velvet dresses doubling as headboards, pastries for pillows and rooms transformed into forests of favorite childhood fairy tales.

Unlike her compatriots, Italian designer Rosita Missoni skipped the obvious cities and brought her trademark stripes to Edinburgh, with outposts in Oman, Kuwait and Turkey up next. (The property has already played host to luminaries from Lady Gaga to the king and queen of Jordan.) Rooms are, predictably, a vibrant hodgepodge of black and white rugs and jewel-toned bedspreads, while staff are kitted out in zigzag-patterned kilts.



Inside a suite at Hotel Missoni



"There are Missoni stripes in lots of places. It's very subtle, but you definitely know where you are."
 —Carina Svensen, hotel GM

"The doormen are all proud to be wearing the Missoni kilt," says the hotel's general manager, Carina Svensen. "The hotel fits the city it's in. There are Missoni stripes in lots of places. It's very subtle, but you definitely know where you are. Rosita gets the final stamp of approval on everything. It's her baby."

Let you think the designer hotel craze is limited to Italians, there's Galway's G Hotel, designed by Irish milliner Philip Treacy. Treacy's hometown project opened in 2005, bringing the hat-maker's flair for the dramatic to the west coast university town; the overall feel is something out of *Alice in Wonderland*.

A Palazzo Versace deluxe suite



American designers have been late to the trend, but Ralph Lauren added his aesthetic to the remodel of Round Hill Hotel and Villa's Pineapple House for a look that's decidedly British Colonial: White walls and tile floors contrast with mahogany furnishings, such as canopy beds, and accent pillows in turquoise, yellow and pink.

"In 2000, we became the world's first fashion-branded hotel, and as a result of its ongoing success, the world has seen more fashion hotels come onto the market," says Palazzo Versace's Durnell. "I think this is a trend that will continue." **V**