

IN-STORE

## St. Regis New York pop-up shop puts edgy twist on Christmas shopping

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*St. Regis New York Armarium Chalet Christmas tree*

By FORREST CARDAMENIS

St. Regis New York is partnering with event planner Bronson van Wyck and style on-demand service Armarium for a one-stop pop-up shop for holiday shopping ease.

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The Armarium Chalet continues the hotel's tradition of a holiday pop-up and will bring the haute couture fashions, accessories and other gifts of Armarium founders Trisha Gregory and Alexandra Lind Rose to St. Regis guests through Christmas Eve. Almost every hotel makes an effort to stand out in the holiday season, and expanding offerings beyond hospitality might prove an effective distinction for St. Regis New York.

"Through the St. Regis New York's alignment with Armarium, we are giving our clientele first access to the one-of-a-kind retail experience imagined by Trisha Gregory and Alexandra Lind Rose," said Hermann Elger, general manager of the [St. Regis, New York](#). "What Trisha and Alexandra have created is a new way for people to access and enjoy luxury fashion.

"The holidays are filled with festive gatherings and events and the Armarium Chalet allows our guests the opportunity to borrow some of the most sought-after items in fashion without having to leave the walls of the hotel," he said. "We are always looking for new and inventive ways to enhance the guest experience, and this year's pop-up is one way we are working to create a seamless stay for visitors."

Christmas forest

Armarium's apparel will be styled upon request, and brands carried included in the Armarium Chalet include Aerin, Ferragamo, Tom Ford and Cartier. Claiborne Swanson Frank photographed its campaign, which features model Giorgia Tordini inside the St. Regis New York.



*St. Regis New York Armarium Chalet*

To help promote the pop-up, the lobby of the hotel has been transformed into a golden metallic forest modeled after the refuge in the Swiss Alps. At the end of the journey through the strange and intoxicating environment, patrons will find themselves in The Armarium Chalet.



*St. Regis New York*

The Armarium Chalet is decorated to resemble a European hunting lodge, complete with hand-woven rugs, wreaths and garlands and a Christmas tree made entirely of naturally-shed deer antlers.

"The space is not simply a remarkable shopping destination, but also boasts a uniquely festive atmosphere, resulting in a holiday experience that is truly unmatched," Mr. Elger said.

Although traditional Christmas decorations will never go out of style, St. Regis' unorthodox approach puts a memorable edge on the holiday experience that could leave a lasting impression on consumers. As other hotels put an emphasis on more secular decorations, a creative approach will help St. Regis stand out amongst the crowd.



*Armarium Chalet*

Holiday travelers heading to New York around the holidays almost certainly plan to buy gifts while in the city. St. Regis' decision to put the gifts within its own space shows that it is in tune with the desires of its patrons and dedicated on making their trip as stress-free as possible. Additionally, the festive dcor ensures that guests won't feel like shopping in the hotel is robbing them of the holiday shopping experience provided by the city's biggest retailers.

St. Regis partnered with Mr. van Wyck's holiday workshop last year as well. After his Armarium Chalet leaves New York, it will make a quick stop, from Dec. 28 to Jan. 2 in the brand's Aspen property.

#### Leap of faith

Recent months have seen the St. Regis New York expand its range of services beyond what hotels ordinarily offer.

For example, since October St. Regis Hotel New York has let its bookish patrons peek into the building's past.

The library of John Jacob Astor IV has been encased in the same spot since 1904 on the second floor of the St. Regis Hotel, which the Astor family opened, and its contents will be made available to the property's guests on Thornwillow Press leather-bound Amazon Kindle readers. The offering simultaneously gives consumers a look into the hotel's history, the life of a historical figure and a way to pass the time ([see story](#)).

Additionally, Starwood Hotels' St. Regis New York is tapping into its musical history to better connect with guests during their stay.

On Dec. 21, the hotel will host "Birdland Sessions at St. Regis New York," honoring jazz music of yesterday, today and tomorrow. Creative, experiential programming shows a hotel will go above and beyond to wow patrons and create a distinct and memorable experience ([see story](#)).

Picking partners carefully can help St. Regis convey its brand values and show that it understands its consumers' shifting desires.

"St. Regis strives to set the bar in luxury travel," Mr. Elger said. "In a hospitality industry that is constantly evolving, the brand continues to look for new experiences to bring to our guests, offering them the opportunity to enjoy initiatives that cannot be found elsewhere.

"Armarium looks at the luxury fashion industry through a new lens, which is how St. Regis approaches hospitality," he said. "When you strive to approach ideas in new ways, the result is exciting, inventive and memorable, and naturally sets you apart from the rest."

#### Final Take

*Forrest Cardamenis, editorial assistant on Luxury Daily, New York*