

HOME FURNISHINGS

Roche Bobois outfits two suites overlooking New York skyline

October 11, 2016



Roche Bobois suite at the Langham Place Fifth Avenue

By STAFF REPORTS

French home furnishings brand Roche Bobois is showcasing its decor sensibilities in a pair of branded suites at the Langham Place Hotel in New York.

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Roche Bobois has worked with the Fifth Avenue hotel property to outfit two of its guest rooms with the brand's furniture and home accessories. Hospitality brands often team with outside sectors to furnish, decorate and provide amenities that create an overall lifestyle and experience for guests.

A branded stay

The French home furnishings brand's designs are now included in the decor of two of Langham Place's top-tier suites.

Suites 2503 and 2603 have been decorated with Roche Bobois furnishings such as arm chairs, couches, light fixtures, throw pillows, bed linens and other pieces placed by the brand. Artwork seen in both suites has been commissioned by artist Alex Katz.



Roche Bobois suite at the Langham Place Fifth Avenue

Guests who book the Roche Bobois suites on the 25th and 26th floors of the hotel will look out on New York's skyline with a view of the Empire State Building.

This type of placement will assist Roche Bobois in demonstrating how its pieces can fit within a home. By partnering with a hotel the placement and usefulness of each piece is expressed, more so than if a consumer had visited a store with a similar room display.

For the Langham Place, its involvement evokes the feeling that its decor choices are well-planned and meant to align with the overall style of those who book its rooms, rather than a mass market approach to interior design.



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Similarly, British automaker Bentley Motors brought its Continental GT range's design to another medium with the renovation of a suite at the St. Regis Istanbul.

This collaboration extended the partnership between Bentley and St. Regis internationally. The suite's decor drew inspiration from the Bentley Continental model's wheels, upholstery, headlights and other automotive features to put a new spin on the automaker's aesthetics.

Bentley home collection products are also seen throughout the suite ([see story](#)).

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