

TRAVEL AND HOSPITALITY

## 1 Hotels emphasizes importance of sustainability with expansion

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*New 1 Hotels Brooklyn location*

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By BRIELLE JAEKEL

Starwood Capital Group is investing further in sustainability with its ecofriendly 1 Hotel brand opening a new location in Brooklyn, NY, reflecting the luxury hospitality industry's move toward reducing environmental impact.

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Consumer interest in sustainability is thoroughly disrupting the hospitality industry and changing the way luxury hotels operate. 1 Hotels is Starwood Capital Group's eco-conscious hospitality brand, which is expanding to Brooklyn for its third location, including an adjoining condominium.

"Confronted with how far Americans were lagging behind in changing our consumption habits, I created 1 Hotels to show sophisticated travelers that they can do good, live well and connect with both the world and the community around them," said Barry Sternlicht, 1 Hotels Founder and the Chairman and CEO of Starwood Capital Group.

## Hospitality and sustainability

The architecture of the small luxury hospitality brand is built with all sustainable material and drastically reduces its impact on the environment compared to other hotels.

1 Hotel Brooklyn Bridge is located south of the Brooklyn Bridge in New York at Pier 1. The location was designed by New York architecture studio Toll Brothers City Living.



*Image courtesy of 1 Hotels*

A presidential suite named The Riverhouse is the location's coveted luxury spot, with a panoramic view of New York including the Brooklyn Bridge and East River. The hotel features 194 guest rooms, including 29 two- to six-bedroom suites.

An ecofriendly atmosphere is evoked from the beginning of guests' stay when they walk into the lobby, as the room features a 25-foot green wall. The wall is fitted with hand-placed plants and vines that will grow over time.

Landscape firm Harrison Green created the living wall. Rock boulders fitted with hand-painted rope make up a sculpture that is featured alongside the hotel's industrial staircase.

Other features at the hotel include a 4,000 square-foot rooftop, fitness center, a POE Yoga Barre and Yoga studio, two restaurants, an intimate lounge, a 50-seat screening room and lobby cocktail service.



*Image courtesy of 1 Hotels*

A Bamford Haybarn Spa will open in June of this year at the hotel, featuring nine treatment rooms.

1 Hotel Brooklyn Bridge will be adjoined by the condominium named Pierhouse. The condominium will include two waterfront buildings made up of 106 townhouses, designed by Marvel Architects.

Everything in the hotel is classified under strict ecofriendly guidelines.

1 Hotel has also announced plans to open locations in Cabo San Lucas, Mexico, Haitang Bay, Sanya, China and Silicon Valley, CA. The Chinese property is expected to open in late 2018 with Cabo and Silicon Valley following in 2019.

Brands and ecofriendly

Sustainability is becoming extremely prevalent in luxury hotel brands, as consumers continue to care more about preserving the Earth.

For instance, Fairmont Hotels and Resorts across the United States are buzzing with new residents.

As the population of bees continues to decline, the hotel chain unveiled new wild bee hotels at its properties in the U.S. Fairmont's new wild bee hotels were designed in collaboration with Pollinator Partnership, a group dedicated to protecting the habitat of bees ([see more](#)).

While ecofriendly strategies are important to hospitality, the notion is expanding through other sectors as well.

For instance, British department store chain Selfridges inspired consumers to be sustainable in aspects of their lives beyond its in-store merchandise through a collaboration with BMW.

As part of the retailer's larger "Buying Better, Inspiring Change" campaign, Selfridges

established a complimentary chauffeur service in BMW's electric i3. This driving service puts Selfridges one step closer to its goal of reducing carbon emissions by 15 percent by 2020 ([see more](#)).

"Today, with the opening of 1 Hotel Brooklyn Bridge, my vision is now realized. We were able to select every material and develop mindfully, yet the space's main purpose remains to serve, entertain and inspire with some of the best amenities found in the New York hospitality market," Mr. Sternlicht said.

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