

TRAVEL AND HOSPITALITY

## Langham rebrands New York property

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Exterior of The Langham, New York. Image credit: The Langham, New York

By STAFF REPORTS

Hong Kong-based Langham Hospitality Group is giving its New York hotel a new name.

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Formerly Langham Place, New York, the property will now be called The Langham, New York, Fifth Avenue, a name that more closely resembles the group's other locations in key cities such as London and Boston. As Langham Hotels & Resorts plans an aggressive expansion over the next few years that will almost double its portfolio, maintaining a consistency is expected to help it strengthen its brand around the world.

"The re-naming of our award-winning hotel in New York City will strengthen the brand's presence in both the United States and in cosmopolitan cities such as Shanghai, Hong Kong, Sydney and Melbourne," said Simon Manning, chief sales and marketing officer at Langham Hospitality Group, in a statement. "As we plan to grow from the current portfolio of 16 hotels to 30 within five years, we look forward to developing a remarkable collection of luxury properties that will add immeasurable value and special memories for our guests."

Name game

Along with its newly announced name change, The Langham, New York was also given a new look this year, as it completed a year-long renovation process.

As part of the updates, the hotel added a Presidential Suite by Roche Bobois. The furniture brand previously created two branded penthouses in the property ([see story](#)).



*Roche Bobois teamed with The Langham on its penthouse suites. Image credit: The Langham, New York*

This year, the hotel also opened a Chuan Body + Soul spa, which features skincare, massage and body treatments.

In a survey, readers of Cond Nast Traveler voted the property the top hotel in New York. The 234-room hotel is situated on Fifth Avenue between 36th and 37th Streets.

"Our hotel, with its contemporary style, Alex Katz art pieces and an enviable location in one of the most exciting cities in the world, has always upheld the highest standards of sincere service that our guests have come to expect from any Langham hotel around the world," said Richard Bussiere, managing director of The Langham, New York. "I am immensely proud of all that we accomplished in 2017 and look forward to beginning the new year as The Langham."

With its name change, The Langham, New York is strengthening its ties to the group's existing and upcoming properties. Included in the company's expansion plans are The Langham, Wade Park in the outskirts of Dallas in 2019 and The Langham, San Francisco, slated to open in 2020.

The group's flagship London property opened in 1865, and celebrated its 150th anniversary in 2015 ([see story](#)).

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