

IN-STORE

New York's Plaza reinforces history with "The Great Gatsby"-inspired suite

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By TRICIA CARR

Fairmont Hotels & Resorts' The Plaza, New York, is topping off its multichannel marketing efforts centered on Baz Luhrmann's "The Great Gatsby" by opening a new suite on the day of the film's opening night.

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The hotel collaborated with the new film's Academy Award-winning costume and production designer Catherine Martin and high-end home furnishings brand Restoration Hardware to design The Fitzgerald Suite. Similar to other luxury hotels, The Plaza created a guest room that lets affluent consumers be immersed in a unique setting that they cannot get at any other property.

"Baz Luhrmann's upcoming film adaptation of The Great Gatsby has generated quite a bit of buzz and has inspired a renewed interest in 1920s style and history," said Cynthia Scherer, director of sales and marketing at [The Plaza](#), New York.

"By leveraging this excitement through various marketing, social media and public relations channels, we have been able to create a strong interest in The Fitzgerald Suite at The Plaza," she said.

"By offering 1920s-inspired food and beverage and experiences at The Plaza, as well as

featuring a costume display from the film in our lobby, we have created an all-encompassing 1920s experience at the hotel.”

Mr. Luhrmann's adaptation of "The Great Gatsby" is an estimated \$120 million-extravaganza starring Leonardo DiCaprio, Carey Mulligan, Tobey Maguire, Joel Edgerton and Isla Fisher.

Stepping back in time

The Great Gatsby author F. Scott Fitzgerald and his wife Zelda were known to frequent The Plaza. The hotel is also a setting in the new film adaptation of the novel.

Therefore, the opening of The Fitzgerald Suite was the next natural step in the hotel’s celebration of the film release.

The 700-square-foot Art Deco suite on the 18th floor contains period furniture, lighting, bath fixtures and bedding and accessories from Restoration Hardware. It also features new oak floors, wall coverings from Catherine Martin Home, rugs from the Catherine Martin Deco Collection, built-in shelves and dome ceilings.

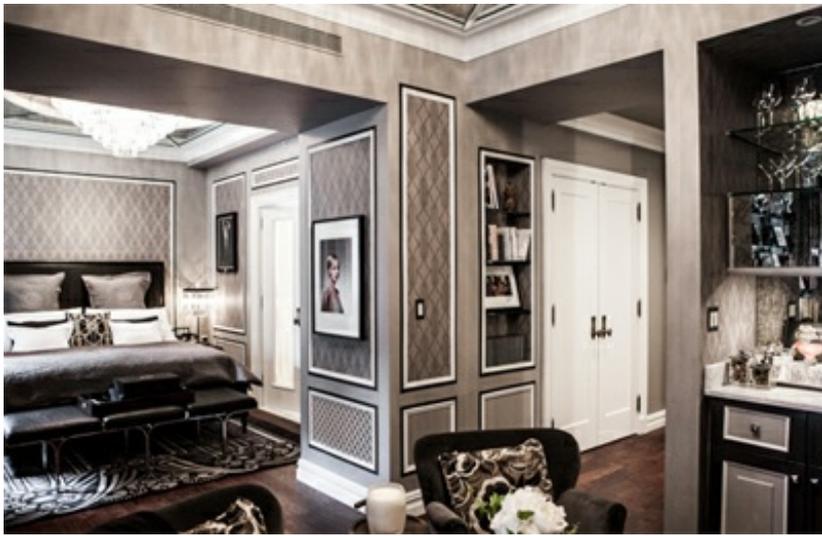


The Fitzgerald Suite

Guests are greeted with a custom-designed door to the suite that was designed after the grillwork in the film's logo and the special cocktail made exclusively for The Plaza by mixologist Jim Meehan called the Moët Imperial Gatsby.

The bedspread and towels in the suite are also embroidered with the Jay Gatsby and Daisy-inspired monogram seen in the film.

The suite’s walls are adorned with photographs of the 2013 film cast by Hollywood photographer Douglas Kirkland, images of Fitzgerald and his wife Zelda and 1920s images from Vogue and Vanity Fair. The bookshelves contain the author's complete works and other books that inspired the makers of the feature film.



The Fitzgerald Suite

Guests have access to vintage board games and Gramophone-shaped iPhone and iPad speakers from Restoration Hardware, custom playing cards from Tiffany & Co. and coffee-table books that explore New York in the '20s.

“The Plaza is marketing The Fitzgerald Suite as an opportunity for guests to enjoy authentic 1920s style and glamour along with the modern luxuries and gracious amenities that hotel’s guests have come to expect and enjoy,” Ms. Scherer said.

Room for more

The Plaza is offering quite a few activities centered on The Great Gatsby.

The hotel launched a themed Web site homepage April 28 that features exclusive content such as a brand-new movie trailer and featurette with the movie's producers and cast members.

Additionally, the hotel is giving guests the opportunity to drink and dine like the movie’s protagonist Jay Gatsby.

The on-property Champagne bar was transformed into a Moët Pop-Up Bar that offers the Moët Imperial Gatsby. There is also a Moët & Chandon Champagne Cart to emulate the experience of Mr. Gatsby’s infamous parties.

The Rose Club offers “Gatsby Hour” on Wednesday and Thursday evenings with a live jazz band and a prohibition-inspired speakeasy menu featuring Grand Marnier, 10 Cane Rum, Hennessy, Glenmorangie and Belvedere. The cocktails are served in engraved Plaza flasks.

The Todd English Food Hall has '20s-themed cocktails and food on a “Brunch Like Gatsby” weekend menu.

Costumes and props from the movie have been on display since April 24.

On the same day, The Plaza launched an Instagram contest called The Great Gatsby Getaway Contest. To enter, Instagram users had to take an image of themselves in front of

The Plaza or an image that evoked the 1920s and tag it with the hashtag #ThePlazaPremiere.

One winner was chosen and got two tickets to the premiere screening of the movie May 10, a night at The Plaza and more ([see story](#)).

“The Fitzgerald Suite at The Plaza celebrates the hotel’s rich literary past and honors F. Scott Fitzgerald, a loyal patron of The Plaza,” Ms. Scherer said.

“Given Baz Luhrmann’s upcoming film adaptation of *The Great Gatsby* and The Plaza’s pivotal role in both the book and movie, we could not think of a better time to pay homage to F. Scott Fitzgerald’s special connection to The Plaza,” she said.

Final Take

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