



TRAVEL

# Book into a fashionable retreat

■ Designers from across the fashion world have expanded away from the catwalk and into the hospitality industry, offering a range of new and distinct getaways

## DUBAI Aimee Greaves

With some of the biggest names in fashion moving into the hotel business, it is now easier than ever to buy into the designer life.

And the UAE is becoming a hub for catwalk doyennes to branch out into the world of hospitality. The first Armani Hotel in Dubai will reportedly open next year while Palazzo Versace, complete with a temperature controlled beach overlooking Dubai Creek, is also in the pipeline for 2010.

Fashion designers have

splashed out on five-star properties in the past – Ralph Lauren’s property in Jamaica and Italian fashion house Missoni’s hotel in Edinburgh, to name a few.

Now the Middle East, it seems, is also making its way onto the radar.

With many of them already featuring homeware ranges, a hotel seems a natural next step in world domination for some of couture’s biggest names.

For the ultimate chic getaway, **Emirates Business** rounds up some of the latest and trendiest designer hotels from around the world.



## DUBAI ARMANI HOTEL

There has been much talk about Giorgio Armani’s first-ever hotel venture, not least because it is located in the iconic Burj Dubai. There is no official date, but speculation has been rife that people will be able to venture inside from January, when the

world’s tallest tower officially opens. Armani Hotel Dubai will be spread over 11 floors and feature 144 guest rooms and suites, on top of 144 exclusive one- and two-bedroom Armani Residences.

■ Visit [www.armanihotels.com](http://www.armanihotels.com)

## GALWAY THE g HOTEL

Located in Galway, on the west coast of Ireland, hat supremo Philip Treacy is the master behind The g Hotel’s design.

The five-star venue, with 101 bedrooms and suites overlooking the spectacu-

lar bay and city, is his tribute to his favourite artists and designers.

This hip hotel has been popular since day one, attracting the movers and shakers of the area.

■ Visit [www.thehotel.ie](http://www.thehotel.ie)





ICONIC SETTING Armani Hotel Dubai, located in the Burj Dubai, will be spread over 11 floors and feature 144 guest rooms and suites **EB FILE**

### PARIS HOTEL DU PETIT MOULIN

Taking inspiration from his theatrical designs, Christian Lacroix has created plenty of drama at the four-star hotel in Paris's La Marais.

Being forced to preserve the façade and shop sign because they are registered as historic monuments has not deterred the French couturier

from renovating the inside of the ancient bakery, complete with a bar. The corner building dates back to the 17th century, but the conformist exterior hides an explosion of colour inside where the 17 bedrooms are decorated with intricate murals. ■ Visit [www.paris-hotel-petitmoulin.com](http://www.paris-hotel-petitmoulin.com)



### EDINBURGH HOTEL MISSONI



Described as an expression of founder Rosita Missoni's creative vision, Hotel Missoni in Edinburgh is awash with the brand's signature zig-zag stripes. The five-star property is just off the Royal Mile, one of the busiest streets in town. It features

136 predominately black and white rooms with splashes of colour and the famous multicoloured design on the bedding. Hotels are also planned in Oman, Kuwait, Brazil and Cape Town. ■ Visit [www.hotelmissoni.com](http://www.hotelmissoni.com)

### PUNTA CANA TORTUGA BAY

Tortuga Bay, designed by Oscar de la Renta, has achieved a rarity in the hospitality industry by being named among the Leading Small Hotels of the World and Leading Spa Hotels.

The resort, in Punta Cana in the Dominican Re-

public, features one-to-four-bedroom villas, all decked out in authentic local materials. There is also a golf course and private beach bordering the Caribbean Sea adding to the five-star luxury.

■ Visit [www.punta-cana.com](http://www.punta-cana.com)



### MILAN MAISON MOSCHINO

Maison Moschino is the Italian fashion house's first foray into the hotel industry and it promises to be one of the most stylish. Located in fashion capital Milan, the company has transformed an 1840s neo-classical rail-

way station into a contemporary property, featuring neutral tones with splashes of colour in rich red tones across its 65 rooms and suites spread over four floors. ■ Visit [www.moschino.com](http://www.moschino.com)

### FLORENCE HOTEL LUNGARNO



Luxury goods maestro Salvatore Ferragamo has followed the designer trend by adorning the Hotel Lungarno in a classic neutral palette, full of varying cream tones set off with tan leather accents.

Located on the south bank of the River Arno, the 73-room property has an art gallery feel. ■ Visit [www.lungarnohotels.com](http://www.lungarnohotels.com)

### DUBLIN MORRISON HOTEL

British designer John Rocha has created a luxurious "East meets West" theme in The Morrison Hotel in the heart of Dublin city centre.

Unlike other designers who choose grand gestures of opulence, Rocha has opted for a more understated yet chic hotel, fusing lots of neutral tones with organic interiors, with high ceilings and

pale white walls, original art, stone floors and handcrafted Irish carpets. He has concentrated on texture over colour.

Set inside an 18th century building, The Morrison overlooks the River Liffey and is within easy reach of many local attractions, adding to its overall appeal. ■ Visit [www.morrison-hotel.ie](http://www.morrison-hotel.ie)

### MONTEGO BAY ROUND HILL HOTEL

Following numerous trips to the resort in Jamaica, Ralph Lauren invested in Round Hill Hotel, which comprises individually owned villas, and oversaw its \$6 million (Dh22m) renovation in 2004. The

resort lies on a peninsula 25 minutes from the airport and features Lauren's furniture range, making it a simple yet very chic holiday retreat. ■ Visit [www.roundhilljamaica.com](http://www.roundhilljamaica.com)