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## **W HOTELS CELEBRATES WONDER WOMEN**

**From Diane von Furstenberg to Bobbi Brown, Chaka Khan to Academy Award Nominated Set Designer Lilly Kilvert, W Hotels Celebrates Female Icons and Enthusiasts, Incorporating a Woman's Touch into the W Experience**

**NEW YORK, NY – June 20, 2007** – W Hotels knows what a woman wants. The world's fastest growing luxury hotel brand is incorporating the feminine influence of style mavens and entertainment icons, such as Diane von Furstenberg, Bobbi Brown and Chaka Khan, into every facet of the overall W experience. From W's exclusive "Wonder Women" program to the brand's renowned series of W Happenings events, through W's custom-tailored guest packages and the brand's newly appointed Advisory Board, W continues to enhance the guest experience by integrating the influence of a woman's touch into each and every stay.

"As with fashion and design, which are as unique and personal as one's individual style, W is incorporating influences of our favorite female icons to create a world that excites the senses and delights our guests," said Ross Klein, President of Starwood's Luxury Brands Group. "At W, we analyze, refine and innovate against every need of our guests to deliver one-of-a-kind experiences that resonate with our guests' emotional desires. We recognize that these needs can and have led to many innovations that put W at the forefront of design and pop culture and look forward to unveiling more exciting developments very soon."

W is able to provide the following service offerings through its iconic **Whatever/Whenever Service Commitment**. Inviting the most sophisticated business and leisure travelers to a world where anything can happen, W's Whatever/Whenever service philosophy creates a truly unique experience where guests can have whatever they want, whenever they want it.

- **Wonder Women.** W's exclusive Wonder Women program celebrates iconic and inspiration women. Fashion powerhouse **Diane von Furstenberg** inaugurated the program as W's first Wonder Women, followed by eight-time Grammy Award winning singer and legendary artist **Chaka Khan**. This year, W honors internationally renowned makeup artist, founder and CEO of Bobbi Brown Cosmetics, and best-selling author **Bobbi Brown**. W's Wonder Women program is integrated into a series of hotel packages, allowing guests the opportunity to experience the influence of these incredible women.

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- **W Happenings.** Exclusive experiences in music, film, beauty, fashion, food, and literature are hosted by noteworthy talent to make W Hotels the choice destination for the culture-thirsty. W offers hotel guests, trendsetters, and celebrities exclusive experiences and has featured female forces to be reckoned with including **Diane von Furstenberg, Liz Lange, Yeohlee Tang, Academy Award Nominated Set Designer Lilly Kilvert, Cynthia Rowley, Madonna, Corinne Bailey Ray, Lauren Weisberger and Judith Ripka**, to name only a few.
- **Design.** A hallmark of W Hotels, the unique look and feel of each hotel is influenced by the culture of the city, whether through trends in art, fashion, music or architecture. W has and continues to work with some of the most renowned female designers in the world including award-winning Irish-born interior designer **Clodagh, Diane Wong, Patricia Urquiola, Julia Monk, Joanne Ooi, Paula Fox, Hilary Billings, Trisha Wilson and Kimberly Nunn.**

W Hotels also announced today that it will enlist leading women of fashion and design to create the industry's first signature female-designed bathrooms. The brand's first signature W bathroom is currently in development at W Fort Lauderdale, scheduled to open in 2008. World renowned designer, Clodagh, will integrate her unique "art to live in" style to create a signature bathroom from a woman's point of view.

"We've made some terrific girlfriends in design, fashion and beauty, so it was only natural for us to create signature experiences that are both fun and functional, fashionable and flirty," continued Klein. "This includes experiences for all guests, with a renewed focus on the needs of our female travelers."

"My mission for the bathroom design at W Fort Lauderdale is to create a spacious and glamorous area that is beyond design, but an experience of the senses," said Clodagh. "The interplay of light and shadow, surf and shimmering sands is reflected in the choices of textures and colors that we have used through. The bathroom is fresh and airy, allowing the woman to feel fun and flirty during her stay."

W Hotels will continue to unveil details of its plans to integrate the female touch into each and every facet of the brand in the coming months.

### **About W Hotels Worldwide**

W Hotels is a global lifestyle brand with 21 properties in the most vibrant cities around the world. Inspiring and indulging its guests with thoughtful, refreshing and stylish experiences, signature restaurants, bars and destination spas, W has become the fastest growing luxury hotel brand in the world. Each hotel offers a unique mix of innovative design, comfort, and cultural influences from fashion to music to art and everything in between. W's first residential property, W Dallas-Victory, opened in June of 2006, and soon thereafter was named a *Forbes Magazine* "Top Business Hotel." W Residences, offering the W lifestyle at home, have been announced for Scottsdale (2008), Midtown Atlanta (2008), Fort Lauderdale (2008), Buckhead (2008), Hoboken (2008), Downtown Atlanta (2009), Downtown New York (2009), South Beach (2009), Phoenix (2009), Hollywood (2009), Philadelphia (2009), and Austin (2010). Internationally, W has announced plans for hotels in Istanbul (2008), Doha (2008), Hong Kong (2008), St. Petersburg (2008), Athens (2008), Santiago (2008), Milan (2008), Dubai-Festival City (2008), Shanghai (2009), Barcelona (2009), Guangzhou (2010), and Dubai-The Palm (2010). W's first Retreat & Spa, W Maldives, opened in September of 2006 and in March of 2007, received the prestigious *Travel + Leisure* Design Award for Best Resort. W has plans to open Retreat & Spa hotels in Vieques (2008), Koh Samui (2008), and Verbier (2010), the latter of which will serve as W's first ski retreat. For more information, visit [www.whotels.com](http://www.whotels.com).