



ST REGIS
NEW YORK

THE ARMARIUM CHALET AT THE ST. REGIS NEW YORK

*The Iconic Hotel Debuts an Exclusive Preview of
the Armarium Shopping Experience this Holiday Season*

New York, NY – This holiday season, glamour awaits just beyond the revolving doors of The St. Regis New York as the hotel invites you to discover *The Armarium Chalet*. Carrying on Bronson van Wyck’s annual tradition of his renowned holiday pop-up, this year he has collaborated with Armarium co-founders Trisha Gregory and Alexandra Lind Rose to bring haute couture fashions, exquisite accessories and unexpected gifts via Armarium’s style on-demand services and product offerings to The St. Regis New York. For those guests looking for the perfect hostess gift or holiday present, van Wyck has curated a selection of key entertaining pieces from luxury lifestyle brand AERIN.

An iconic purlieu of fashion’s elite from Babe Paley to Diana Vreeland to Marilyn Monroe, The St. Regis New York will be the very first to debut the one-of-a-kind Armarium retail experience, presented by Gregory and Rose as a one-stop shop for all your holiday needs. A truly singular shopping experience, Armarium offers the opportunity to borrow highly coveted fashion, perfect for a holiday weekend or festive city soiree, all styled upon request by the leading industry professionals.

Beginning on November 13, guests and visitors who frequent the landmark hotel will be enchanted by the hotel’s lobby, masterfully transformed by van Wyck into a golden metallic forest inspired by the untouched winter refuge of the Swiss Alps. Their journey through the mystical forest will end in *The Armarium Chalet*, nestled within the hotel’s Cognac Room. Reimagined as a sumptuous European hunting lodge, the bazaar will feature stunning draped green malachite walls, layer tapestries, a gorgeously tented ceiling, vintage hand-knotted Oriental rugs, hand-braided wreaths and garlands. The room gives way to a dream-like tree with naturally-shed antlers and floating candles woven among the branches.

Beautifully integrated throughout the chalet, shoppers have access to a range of luxury fashion’s most sought-after pieces from the runways from fur stoles to gowns to statement minaudieres. The *The Armarium Chalet* is stocked with the most exclusive and luxurious brands in the world including: Nina Ricci, Etro, Alessandra Rich, Ferragamo and more. Alongside these avant garde designs for her to borrow, the chalet will also offer Tamara Mellon’s new capsule collection of holiday velvet pumps inspired by Jeff Koons’ Tulip, exclusively available for sale at the shop and on www.tamaramellon.com. Additionally, items will be offered for sale for him, including vintage Cartier cufflinks and a Tom Ford shawl and for the hostess, including luxurious Home Décor items and Entertaining Pieces from AERIN and the full Arrowhead Farms assortment of drink mixes.

“We are thrilled to welcome Bronson back into The St. Regis New York this holiday season and honored to offer our guests an exclusive preview of the Armarium concept,” commented Hermann Elger, General Manager for The St. Regis New York. “*The Armarium Chalet* is an exceptional way to further communicate the hotel’s timeless glamour and notable fashion ties, and we can’t imagine better partners to add a touch of magic to the hotel during this festive season.”

This year marks a continued collaboration between Bronson van Wyck and St. Regis, who partnered last year on van Wyck’s holiday workshop. Van Wyck will also be designing the holiday décor for The St. Regis New York again this year, transforming the lobby of the hotel with a festive designs that will be enjoyed throughout the holiday season. Following the holiday season in New York, the Armarium Chalet will travel to the St. Regis New York’s sister property in Aspen, where it will delight guests and New Year’s revelers from December 28th – January 2nd.

The St. Regis New York is located at 2 East 55th Street at the corner of 5th Avenue. The pop-up shop will be open from 10 AM-7PM, Monday-Saturday and from noon-5 PM on Sundays, from November 13 to December 24. For press inquiries please contact Meg Connolly Communications at 212-505-8200 or SRNY@mcc-pr.com.

Styling appointments can be made through the hotel concierge for guests and through the company's website, www.armarium.com

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About The St. Regis New York:

Founded over a century ago by John Jacob Astor IV, The St. Regis New York proudly presents a new era of glamour at Manhattan's best address. With recently redesigned guestrooms, public spaces and the King Cole Bar & Salon, the flagship hotel has evolved to reflect the rich history of St. Regis while infusing a timeless allure which has come to define the Fifth Avenue icon. Combining classic elegance with a modern sensibility, the hotel's ongoing legacy comes to life for all of its guests and visitors through continued traditions including: jazz performances, signature Bloody Mary cocktails, afternoon teas and the St. Regis Butler Service's uncompromising level of bespoke and anticipatory service. For more information on The St. Regis New York, please visit www.stregisnewyork.com. Connect with The St. Regis New York on www.facebook.com/StRegisNewYork, and www.instagram.com/StRegisNewYork.

About Bronson van Wyck:

Bronson van Wyck is celebrated for a style of entertaining that combines wit and sophistication with the gracious warmth of his Southern upbringing. An event planner of international renown, Bronson has organized some of the most memorable and imaginative parties of the past decade in locations all over the world. Bronson's talent and style have drawn clients like President Obama, Daphne Guinness, Vera Wang, Hugh Jackman and Martha Stewart. Bronson's expertise has also put him in demand by international luxury brands seeking his assistance with strategic event programs, such as Chanel, St. Regis, Mercedes Benz, Christie's, Bulgari, Range Rover, and Van Cleef & Arpels among many others. Additionally, Bronson regularly works with the most accomplished artists, architects, chefs, and entertainers in the world, and he has combined his talents with those including Daniel Boulud, Thomas Keller, Wolfgang Puck, Sting, Bon Jovi, Elton John, Mary J. Blige, and Alicia Keys. Bronson is a sought-after speaker and has received numerous awards and accolades from his peers including Innovator of the Year in 2012 and Event Designer of the Year in 2010 from BizBash. An avid traveler, writer, photographer, and host, Bronson resides in New York City.

About Armarium:

Armarium is a luxury retail styling concept where clients gain access to stylists, high fashion pieces on a borrowed basis and to curated lifestyle experiences. Set to launch in early 2016 with an invitation only mobile app and a NYC showroom, the exclusive styling service will grant customers access to current season and select past season clothing and accessories from top luxury houses on a borrowed basis, all the whilst serving as an valuable customer acquisition and development service to the luxury brands. Co-Founded by longtime friends Trisha Gregory, who was at the helm of Salvatore Ferragamo's PR for a decade, and Alexandra Lind Rose, former fashion designer, the two have comprised an impressive team thus far with internationally known and respected advisors, including Holli Rogers, Cathie Black, Alexandra Wilkis Wilson, Stephanie Winston Wolfkoff, Meredith Melling and Valerie Bolster. Karla Martinez de Salas has joined as a style consultant while additional style ambassadors will be named in early 2016 and be on hand to curate styling events in the showroom and content for the brand's mobile app and website. For more information on Armarium, please visit www.armarium.com.

Connect with Armarium at www.facebook.com/worldarmarium and Instagram on www.instagram.com/worldarmarium.

About AERIN:

AERIN is a global luxury lifestyle brand inspired by the signature style of its founder, Aerin Lauder. Based on the premise that living beautifully should be effortless, the brand offers curated collections in the worlds of beauty, fashion accessories, and home décor.

With a passion for art, travel, fashion, and design, Aerin's own lifestyle serves as a focal point of inspiration for the brand. Classic, but always with a modern point of view, every piece is created to make life more beautiful, with a sense of ease and refinement. For more information about AERIN please visit www.AERIN.com.

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