

# Hotel Sweet Hotel

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*Drop that towel. Guests who covet the linens, clocks and other items at certain hotels can now buy them. Whether caused by demand or too many missing items, hotels are selling their furnishings online, by phone or through catalogues. Properties from major chains to small boutiques are hawking mattresses, tea sets, shower rods, even a four-poster dog bed. Below are some objects that will let you makeover your bedroom into a hotel guest room -- housekeeping not included. (Prices don't include shipping.) -- Andrea Sachs*

**1.** Tuck into the W Hotels' pure cotton percale sheets, a 300-thread-count Egyptian cotton duvet cover from the Waldorf-Astoria and a lipstick-red Sofitel pillow.

**Info:** W sheets, from \$66, 800-453-6548, <http://www.whoelsthestore.com> <http://www.waldorfastoria.com> Waldorf duvet cover, from \$250, 800-274-1006, <http://www.waldorfastoria.com> Pillow, \$85, 800-284-8060, <http://www.soboutique-hotelsathome.com/en>.

**2.** The Hilton uber-clock does more than just wake you -- it also lets you preset your favorite radio stations and hook up your MP3 or CD player. Plus it automatically adjusts to daylight savings time and takes up little room on your nightstand.

**Info:** \$60, 877-HILTON, <http://www.hilton-hotelsathome.com>.

**3.** The Waldorf-Astoria's silver amenity tray is too elegant to be covered with loose change. Instead, use it as a mirror to reflect the warm glow of a Ritz-Carlton (blue) or Sofitel (red) candle.

**Info:** Tray, \$375, 800-274-1006, <http://www.waldorfcollection-hotelsathome.com/home.html>. Sofitel candle, \$6.25-\$25, 800-284-8060, <http://www.soboutique-hotelsathome.com/en>. Ritz candle, \$15, 800-222-6527, <http://www.ritzcarltonshops.com>.

**4.** Follow the example of Ginger Rogers and Lana Turner and live it up a la "Weekend at the Waldorf," a video sold through its namesake. Or mellow out with the "Groove Chill" CD compiled by the St. Regis Resort, Monarch Beach in Dana Point, Calif. The final hotel touch: A bar of dark chocolate on your pillow, courtesy of Shutters in Santa Monica, Calif.

**Info:** Video, \$22, 800-274-1006, <http://www.waldorfcollection-hotelsathome.com/home.html>. CD, \$27, 949-234-3200. Chocolate, \$54 for six bars, 888-334-9110, <http://www.shuttersbeachstyle.com>.

**5.** The W Hotels' sculptural scale -- high-polished chrome with molten feet imprints -- will distract you from the creeping needle.

**Info:** \$68, 800-453-6548, <http://www.whoelsthestore.com>.

Pictured on Page P1: Dry off with Historic Hotels of America's Grand Hotel (Michigan) embroidered towel. For post-shower, try the marshmallow-soft Ritz-Carlton robe, and slip into slippers from the Phoenician in Scottsdale, Ariz.

**Info:** Towel, \$48, 800-311-0518, <http://historichotels.hotelsathome.com/home.html>; robe, \$120, 800-222-6527, <http://www.ritzcarltonshops.com>; slippers, \$12, [info@thephoenician.com](mailto:info@thephoenician.com).

# Bring home that vacation

## 'Hotel-at-home' decorating bring concept of comfort home

The Associated Press

Like that curved shower rod in your hotel bathroom? The embroidered pillow case on the bed? The martini glasses you saw in the bar? These days, just about everything in your hotel room can be bought.

Designers call it "hotel-at-home" decorating, pioneered five years ago by Westin Hotels & Resorts' heavily marketed "Heavenly Bed," of which 6,000 have been sold at \$3,000 apiece. But the trend is much more than selling people a bed like the one they slept in, or giving them a legitimate way to keep a towel with a hotel's logo. It's about selling a feeling.

Robert Mandelbaum, who researches hotel trends for PKF Consulting in Atlanta, said, "Hotels are becoming more residential, and guests can afford to pay a premium to bring that concept of comfort home."

Ariane Steinbeck, senior vice president of The Gettys Group, a Chicago-based company that specializes in hotel design, says hotels "have sold their wares openly, or not so openly, for many years." These days, guest requests aren't just about bathrobes or shampoo. They want area rugs, flooring and even the laundry detergent.

At the Halekulani in Hawaii, guests can buy anything, including retro glass lamps and a lavender sofa just like those in the new \$4,000-a-night Vera Wang suite. But more often, a spokeswoman said, guests ask where to find fixtures such as those in bathroom showers, where water temperature turns on at 105 degrees.

At the Royal Hawaiian Hotel on Waikiki Beach, anything pink is popular, including the ceramic candle holders that decorate tables at the beachside Mai Tai Bar.

Boutique hotels elsewhere are getting into the retail business. A company called Hoteluxury at Home is helping hotels sell furnishings and other signature products over the Internet. The company's first client, Boston's Nine Zero hotel, is offering everything from a \$9 candy jar to a \$5,065 hanging light fixture through [ninezero.com](http://ninezero.com). Traditional retail venues are also becoming part of the trend. Westin's signature Heavenly Beds can now be bought at Nordstrom.

"Anything that creates creature comfort, that's what people want to take home," said Robin Ware, co-owner of Hotels at Home, a New Jersey company that works with hotel chains to make designer items available through catalogs and Web sites. One of her most recent clients is Hilton, which started selling mattresses, bedding and clock radios last month. "The best seller is always the pillows," she added, "because it's an affordable thing for everyone."