



Designer Destinations

FASHION LUMINARIES MAKE TRAVEL TRENDY

The shoes, Ferragamo. The gown, Versace. The hotel, Ferragamo and Versace, too—not to mention Oscar de la Renta, Ralph Lauren and Christian Lacroix, to name a few. The leading names in fashion are extending their ever-expanding brands by dressing up glamorous hotels and resorts across the globe. They're also setting a trend, with properties by designers Armani, Missoni and Moschino in the works.

BY EMILY LIEBERT



City Sleek | Tucked away on a quiet street in Milan's center, the Bulgari Hotel is outfitted in the same contemporary, bold style as Bulgari's jewelry. (Founder Sotirio Bulgari, photographed around 1910, is pictured above.) Black Zimbabwe marble and white walls outfit the lobby. **Emerald City** | The lap pool (RIGHT) in the Bulgari Hotel's spa reflects a sheet of green glass.



Bulgari Hotel

MILAN, ITALY AND BALI, INDONESIA

The result of a joint venture between the Rome-based jeweler and the Luxury Group (which manages Ritz-Carlton), the Bulgari Hotels embody the forward-thinking brand of their designer. The Milan property blends Bulgari's bold style with contemporary comfort, using luxurious materials like black Zimbabwe marble, Vicenza stone and Turkish Aphyon, as well as solid teak, durmast and oak. Perhaps the most striking feature is the 43,000-square-foot private garden. Bulgari's second site, in Bali, sits nearly 500 feet above the Indian Ocean. Tucked in between the sea shore and the cliff-top site of the Pura Luhur Uluwatu Temple, the resort is constructed of hand-cut volcanic stones and lush, exotic woods. www.bulgaribotels.com

Stay Awhile | The Executive Suite (ABOVE) in Milan welcomes guests with contemporary Italian furniture designed by architect Antonio Citterio, travertine marble baths and mosaic-lined showers, Tivoli radios, movable flat-screens television and old-fashioned liquorice in the mini-bars. **The Secret Garden** | Arguably the main attraction, the Italian hotel's private garden (LEFT) is adjacent to a botanical garden founded in 1774 for medical and pharmaceutical studies that is enriched with exotic plants from the Napoleonic period.



Palazzo Versace
QUEENSLAND, AUSTRALIA



With its Italian Renaissance grandeur, the Palazzo Versace, designed by Donatella Versace, is an obvious extension of the brand. Located at the edge of the Australian Gold Coast's Broadwater, the property is awash in brilliant jewel tones, rich patterned fabrics, Versace furniture and the finest marble and mosaics. The vaulted ceilings are hand-detailed in gold, with the late Gianni's artwork gracing the walls, and the Versace trademark is emblazoned everywhere. A private marina, the Salus Per Aquum Spa ("Health Through Water") and three award-winning restaurants accompany the 205 rooms and 72 adjacent condominiums. www.palazzoversace.com



Lush Life | Versace's super-sexy reputation does not disappoint in the brand's hotel extension. The Palazzo Versace (LEFT) boasts 205 rooms, 72 neighboring condominiums, three restaurants (with cuisine served on Versace china, natch) and a private marina on the edge of the Gold Coast's Broadwater. **The Suite Life** | The rooms are unmistakably Versace with lush fabrics and Versace furniture. Some rooms to brag about: the Imperial Suite (TOP) overlooks the 214-foot beated lagoon, and the Deluxe Suite (ABOVE) and the Lagoon Room (RIGHT) feature a king-size bed or two doubles with an ensuite private spa and shower.



Round Hill Hotel & Villas
MONTEGO BAY, JAMAICA



Overlooking the Caribbean Sea, the Ralph Lauren-designed 18th-century great house is marketed as “a cashmere sweater, exquisite to experience but not the least bit showy.” Pink replaces red in the all-American color scheme synonymous with his label. To complete the plantation-style, relaxed ambiance are white stone floors, four-poster mahogany-stained bamboo beds and furniture from the RL Home Collection. Situated amid plentiful gardens, 36 oceanfront rooms offer panoramic views and oversized bathrooms are finished with deep soaking tubs and separate rain showers.

www.roundhilljamaica.com



Beach Living | The four-poster, mahogany-stained bamboo king-sized bed with a draped white net (TOP AND ABOVE) presides over the Ralph Lauren-designed oceanfront rooms at the Round Hill Hotel & Villas. **Cool Colors** | The white rooms are accented with hot pink, turquoise, blue and yellow, and radiate the relaxed elegance (TOP LEFT) that Lauren is known for. All of the 36 Lauren-designed rooms are located in the Pineapple House (LEFT) and overlook the Caribbean Sea and the double infinity edge pool.



Über Ornate | The shop sign marking the hotel says “Boulangerie,” so you just might walk right past this former 17th-century bakery transformed by Christian Lacroix into the Hotel Petit Moulin (RIGHT). Each of the 17 rooms vary in design but have one thing in common: those lavish Lacroix details, including black leather-covered walls (ABOVE) and a bejeweled beadboard (BELOW).

“A hotel must reflect the character of the locality it is standing in while giving its own interpretation of the town, the district and the street it is open to. . . as well as making guests feel ‘at home’”

—Christian Lacroix



Hotel Petit Moulin
AND HÔTEL BELLECHASSE
PARIS, FRANCE

French designer Christian Lacroix’s flamboyant style comes to life in his first Parisian property, the Hôtel Petit Moulin. Housed in a former 17th-century bakery, each of the hotel’s 17 rooms each offer a unique theme, with Scandinavian fabrics, polka-dot rugs and elaborate frescoes on the walls. It’s classic, kitsch and Zen rolled into one boutique package. Similarly, Lacroix’s Hôtel Bellechasse, also in Paris, features different monochromatic color schemes on each floor, with walls adorned in layered images of insects, astrological symbols and Jules Verne scenes. Located steps from the Musée d’Orsay, the design of the hotel’s 34 soundproofed rooms mingles the old and the new with allusions to the future. www.paris-botel-petitmoulin.com and www.labellechasse.com





Hotel Lungarno
FLORENCE, ITALY

The Ferragamo family's hotels derive their inspiration from shoe designer Salvatore's muse, the city of Florence. The Hotel Lungarno exemplifies the subdued palette of its creator, with subtle cream hues offsetting rich tanned leather embellishments. Positioned by the Ferragamos as a "world made of light and art," the hotel boasts 450 original works by 20th-century painters, complemented by the radiant reflection of the River Arno. Experience the Suite Cocteau, with its full-length view of the Ponte Vecchio, or the Suite Torre, evoking the ambiance of a 13th-century medieval tower. www.lungarnohotels.com



Italian Style | Situated on the bank of the River Arno (RIGHT) the Ferragamo family's Hotel Lungarno features rooms that are as classic looking as the brand's iconic shoes. A fine example is this suite (ABOVE), outfitted in ivory fabrics, sea-blue carpets and an impressive selection of antiques and 20th-century paintings.

"Wood, stone and steel combine and colors change from earthy browns, through calm neutrals and on into vibrant crimsons and flame"—John Rocha



Morrison Hotel
DUBLIN, IRELAND



Contrary to its environs (Dublin's bustling city center) and its celebrity clientele (Beyoncé and Kate Moss to name two), the Morrison Hotel's interior is calming. The designer, John Rocha—the Calvin Klein of the U.K.—created a sleek visual with understated furnishings that fluctuate in a mixture of textures and colors—a testament to his signature cool style. The past and present unite in this contemporary boutique property overlooking the River Liffey, which has the veneer of an 18th-century Georgian townhouse. The recent expansion—a new wing featuring 48 rooms—rounds out the hotel's 141 accommodations. www.morrisonhotels.ie

Plug In, Chill Out | Rooms at John Rocha's Morrison Hotel incorporate solid wood floors, large Georgian style windows and high ceilings filled with contemporary pieces of unusual artwork (ABOVE AND RIGHT). Extra touches that make you feel at home include a Macintosh computer with a wireless keyboard, a flat-screen interactive TV, an iPod docking station or a CD player and a GHD hair straightener.



Hotels in the Works

DESIGNER: Armani
DESTINATION: The Italian style guru will open his premier property in Dubai in early 2009. Stay tuned for Milan later that year.

DESIGNER: Missoni
DESTINATION: The first of 30 properties is set to open in Kuwait City in mid-2008. Look out for Edinburgh, Dubai, and Milan to follow.

DESIGNER: Moschino
DESTINATION: In late 2008, the fashion label will open its first property in Milan's Corso Como district.

DESIGNER: Versace
DESTINATION: The racy brand will introduce a property in Dubai next year with a man-made, temperature-controlled beach.



Tortuga Bay PUNTA CANA, DOMINICAN REPUBLIC



Oscar de la Renta's classic and luxurious style infuses this laid-back, 15-villa "home away from home" situated in a 15,000-acre gated community where its designer resides (as do Julio Iglesias and Mikhail Baryshnikov). This easternmost tip of the Dominican Republic is known for its white, sandy beaches, 30-mile stretch of resorts. Tortuga Bay occupies five miles and two oceanfront golf courses of this paradise.

Designed by Tom Fazio and P.B. Dye, the ultra-private resort's interiors of which feature coralline stone bathrooms, custom fabrics and locally fashioned mahogany and rattan furniture. Butlers are on hand to attend to guests' every need, and tours of the property are made simple through access to personal golf carts. www.puntacana.com

Doing the Dominican | Tortuga Bay's 15 luxurious Caribbean beachfront, golf-view or ocean-view villas (ABOVE AND LEFT) are situated within a 15,000-acre gated community (where the designer takes residence as well). If the five miles of white beaches don't do it for you, de la Renta's rooms, with relaxing indoor and outdoor sitting areas, separate kitchen facilities per bedroom and oversized coralline stone bathrooms, should do the trick.



The Hotel MIAMI, FLORIDA

Todd Oldham brings his humorous sense of style to The Hotel, South Beach's Art Deco boutique property, a former landmark building with the original 1939 terrazzo floors still in place. Oldham added such custom touches as bold mosaic mirrors, soft satin-ribbed pillows, hand-airbrushed tiles and tie-dyed robes. Fifty-three rooms and suites make up Oldham's "Gem at the Ocean," inspired by shades of the sand, sea and sky. The sexy rooftop pool deck is set against a sparkling backdrop to offer ocean by day, neon lights by night. www.thebotesouthbeach.com



Bienvenido a Miami | Todd Oldham sculpted the interiors of The Hotel in Miami with his usual flair. Rooms such as this one (ABOVE) use custom-crafted furniture, soft satin-ribbed pillows, hand-airbrushed tiles, tie-dyed robes, rainfall showers and special touches like window seats. For a break from the Miami beat, the rooftop pool deck (TOP) offers one of the area's only unobstructed views.