

NOMO SOHO Hotel in Downtown Manhattan, New York City

The Downtown Manhattan property in New York City, formerly known as the Mondrian SoHo, has just been re-branded and now titled – NOMO SOHO. In a partnership between ASRR Capital, Alex Sapir and Rotem Rosen's publicly traded Israeli Company, and Gerard Guez, the luxury property will become part of the Preferred Hotel & Resorts' "Lifestyle" collection.

The Mondrian SoHo hotel was acquired by ASRR Capital and fashion mogul and Buddha Bar founder Gerard Guez out of foreclosure for \$205 million. The 263 room hotel was managed by Jason Kalisman's Morgans Hotel Group. But last week, Sapir Organization took control and announced the property's re-branding, including the name change to NOMO SOHO.

The NOMO SOHO hotel was built in 2012 and located in an historic neighborhood at 9 Crosby Street in Downtown Manhattan, New York City. NOMO is an abbreviation for "nostalgic + modern" and the hotel plans to blend the area's culture and modern hospitality. The area surrounding the luxury hotel consists of cast iron architecture along with cobblestone streets.

ASRR Capital made the purchase earlier this year with a goal of expanding their luxury hospitality portfolio. Graham Leslie is the Head of Hospitality and the Chief Executive of NOMO SOHO and was quoted, "The acquisition of NOMO SOHO marks an exciting time for ASRR Capital. This gem of a property will be inspired by the diverse creative types who stay, work and play in this neighborhood. With our guests' progressive personalities and styles in the forefront of our minds, we're eager to revamp the experience into a curated environment for all who walk through our doors."

Leslie has an excellent reputation in the hotel industry and was responsible for starting up the Conrad brand plus worked with many of the world's most exclusive, iconic properties. Two luxury properties include The Hotel Adlon in Berlin and Plaza Athénée in Paris.

NOMO SOHO hotel will feature luxurious guestrooms and endless luxury amenities for its guests. The hotel's rooms offer floor-to-ceiling windows that provide incredible skyline views of New York City.

Both the NOMO SOHO hotel's restaurant and bar spaces will offer continually changing menus throughout the year. Centrally located the luxury hotel is the ideal location to visit many of New York City's most popular shopping destinations. In addition, you are near world-class art galleries and for a fine dining experience, choose from numerous restaurants and bars.

The new owners are hoping to provide guests a VIP experience and make NOMO SOHO truly be your "home away from home."

If you are planning a trip to New York City and would like to stay at the NOMO SOHO hotel in Downtown Manhattan, please contact The Life of Luxury. We can assist with planning out your luxury travel itinerary. Come back again to read our respected luxury blog to keep up on all the latest travel and

hospitality industry news.

Photo: NOMO SOHO Hotel