

how to spend it

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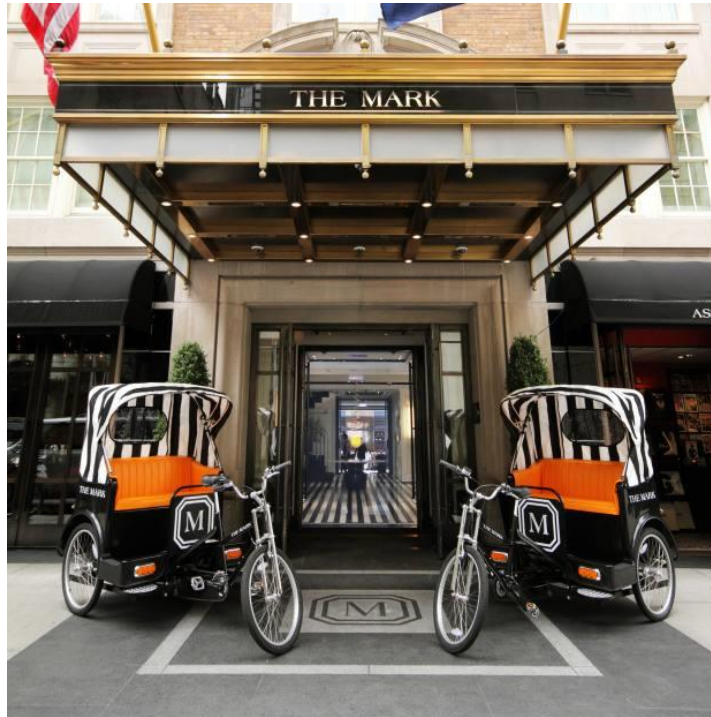
Cult New York hotel The Mark launches an online shop
The iconic Upper East Side hotel's new e-store sells fun fripperies from
its rooms and suites

By Mark O'Flaherty



From left: The Mark pyjamas with smart orange piping, \$400. Black silk sleeping mask with white eyelash graphics, \$30

The distinctive black and white stripes of its Jacques Grange art deco-inspired interior and the Jean-Georges Vongerichten restaurant have made The Mark hotel an Upper East Side Manhattan destination like no other, with a loyal following. And the brand continues to expand to become more than simply a hotel: last year saw the launch of a The Mark sailboat – with instantly recognisable monochrome sails – for guests to take on sunset champagne cruises to the Statue of Liberty and, moving things one step further, guests can now check out with navy The Mark pyjamas (\$400) with smart orange piping.



The Mark, on East 77th Street in Manhattan

The latest venture is Le Shop, an e-store that has just gone live, selling objects subtly linked to The Mark's style. Essentially this is a high-end, 21st-century version of the hotel gift shop; the stock is chic and simple, often sporting the hotel's discreet "M" monogram. Items are available at the hotel (such as those preppy pyjamas), via an in-room catalogue, as well as being online. "The online shop will feature exclusive fashion collaborations and signature accessories, as well as small luxuries currently only available in our rooms and suites," explains Izak Senbahar, the hotel's owner.



The Mark weekend bag, \$450



A jar of The Mark cucumber eye pads, \$10

The edit is functional, witty and a little frivolous. There are petite jars of cucumber eye pads (\$10), “24-hour” weekend bags (\$450), Frederic Malle candles (\$85), dog bowls (from \$30) and cute black silk sleeping masks with white eyelash graphics (\$30). And Paris-based fashion illustrator Jean-Philippe Delhomme – whose figurative flair is visible throughout much of the hotel’s branding – has adorned ceramics (from \$40 for a mug) with artwork depicting the kind of clientele that flocks to the original bricks and mortar location at East 77th Street.



The Mark set of four illustrated plates featuring signature Jean-Philippe Delhomme sketches, \$180