



WHAT'S NEWS

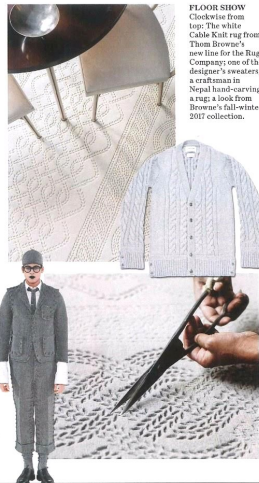
STUDY IN DESIGN
FASHION HOUSE

"I knew his work would translate strongly into interiors," says the Rug Company co-founder

Christopher Sharp of his latest collaborator, fashion designer Thom Browne. Indeed, Browne's hallmarks—tailoring, texture and a penchant for the color gray—are on full display in his new Rug Company line.

"I wanted the result to be true to what I do in my own collections," Browne says. Case in point: The Cable Knit rug, which comes in white or gray and is hand-carved in Nepal from Tibetan wool, is the decorative answer to the designer's signature cozy sweaters. For details see Sources, page 122.

—Christine Whitney



FLOOR SHOW
Clockwise from top: The white Cable Knit rug from Thom Browne's new line for the Rug Company; one of the designer's sweaters; a craftsman in Nepal hand-carving a rug; a look from Browne's fall-winter 2017 collection.



GOING PUBLIC

WITH LOW RATES, CO-WORKING SPACES, A FOOD MARKET AND A THEATER, IAN SCHRAGER'S LATEST HOTEL AIMS TO BE A NEW YORK DESTINATION OF ITS OWN.

IN THE 1970s, as co-founder of the legendary club Studio 54, Ian Schrager redefined nightlife, and in the '80s, as co-creator of the boutique hotel concept (first with Morgans, then with The Royalton), he revolutionized the hospitality industry. Now, at 70, Schrager is shaking things up once again, with Public, a hotel designed by Pritzker Prize-winning architects Herzog & de Meuron and located on New York's Lower East Side. "Arbnb is coming for our families," Schrager says of the hotel business, "and the only way to compete is to offer something that's a unique experience, very social and communal."

To wit, Public features an open-to-all second floor, with co-working spaces, conference rooms and a bar; a basement performance space, theater and nightclub, with programming by Matt Kliegman and Carlos Quiroz, owners of downtown cafe The Smile, and hotel expert Ben Pundole; plus a first-floor restaurant (dedicated to New York cuisines) and a grab-and-go healthy food market place, both by chef Jean-Georges Vongerichten. The look of the place is what Schrager calls "refined gritty" or "rough luxe"—plywood and concrete meet Molteni woodwork and fine marble.

In keeping with Schrager's "luxury for all" rallying cry, the 370 guest rooms start at just \$150. It's a price made possible by ditching old-school staples like a front desk, bellboys and room service in favor of electronic device-enabled check-in and food pickup, and a team of uniformed "Public advisers," whom Schrager compares to Apple's Genius Bar employees. "They'll do whatever it takes to make the guests feel comfortable, without being obsequious," he says. "They're our secret weapon." publichotels.com. —Mark Yarm



NEW WAVE
The latest pool of swimwear designers is inspired by a sense of place, from the preppy coast of Massachusetts to the lush gardens of Rio de Janeiro, offering smartly tailored shorts in bold prints and bright colors.
For details see Sources, page 122.

COVER: JEFFREY MAYER; FASHION: JEFFREY MAYER; RUG COMPANY: THOM BROWNE; HOTEL: IAN SCHRAGER; SWIMWEAR: PIERRE POULIQUEN