



**FOR IMMEDIATE RELEASE**

**VIKRAM CHATWAL HOTELS ANNOUNCES DREAM BRAND FLAGSHIP**



**New York, NY (February 24, 2011)** –Vikram Chatwal Hotels today announced plans to open **Dream Downtown**; the brand’s new flagship location, timed to **summer 2011**. With an already impressive portfolio of New York properties, Vikram Chatwal Hotels’ Dream Downtown will signal an exciting and imaginative new concept in full service luxury travel for the brand.

Located between two of the most vibrant neighborhoods in New York, Chelsea and the Meat Packing District, the fashion-forward lifestyle hotel will offer 316 guestrooms, multiple innovative dining venues, an expansive rooftop lounge, beach club and a extensive fitness facilities with spa services.

Dream Downtown will also usher in a reinvigoration of the Dream brand, pairing chic-cool influences with modern elegance, all while maintaining Vikram Chatwal Hotels’ trademark combination of cosmopolitan glamour, whimsical design and top-standard service. Following a multi-million dollar renovation of an iconic Albert Ledner building, Dream Downtown’s modernist façade will house loft-inspired guestrooms and suites. With design elements including a heated pool with a translucent bottom visible from the ceiling of the lobby lounge, the property will possess a unique aesthetic that is absent in the hotel market today.

“Dream Downtown will change the notion of how hotels are used. When you come to New York, your should experience New York, so we are developing a product that is as much for locals as it is for guests, creating a new social hive for the neighborhood,” says newly-appointed Managing Director Michael Lindenbaum. “We are going to provide guests with an experience that will change how they view hotels and we are confident they will leave impressed.”

“Dream Downtown is a game changer for us and the Dream brand, says Brendan McNamara, SVP Brand Development for Vikram Chatwal Hotels. “We have taken our time with this property, choosing insightful, intelligent people to look at every angle of how a great hotel functions and then upping the ante. This distinct property will further our reputation as a brand that sets the standard for luxury both in service and the fashion-forward ideals we stand for.”

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**About Dream:**

Dream, the brainchild of hotelier Vikram Chatwal, is informed by a design philosophy that is contemporary, daring, at times surreal and always chic. Properties are highlighted by whimsical public spaces that mimic dream sequences and serene accommodations lit to lull the guest to sleep. Cosmopolitan yet comfortable, luxurious without being fussy, Dream hotels are remarkable for their genuine connection to the distinctive character of each locale, from New York’s Thriving theater district to the colorful soi of Bangkok. *Expect the expansion of Dream to be hastened by the recent license agreement which grants rights to Wyndham Hotel Group to globally franchise the brand.*

**About Vikram Chatwal Hotels:**

Vikram Chatwal Hotels is an international collection of upscale hotels in coveted locations around the globe – from progressive New York lifestyle properties to an alluring Bangkok retreat. Each address shares a connection to the atmosphere and energy of its city, combining intuitive high design, world-class service, unique food and beverage offerings and modern accommodations to offer guests something to look forward to at the end of their journey. [www.DreamINTL.com](http://www.DreamINTL.com) | [www.VikramChatwalHotels.com](http://www.VikramChatwalHotels.com)

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