



Hotel 48LEX New York Rebrands

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NEW YORK—Hotel 48Lex New York has rebranded to mark its first anniversary as an independent hotel. Spearheaded by recently appointed General Manger Jonathon Goldberg, the rebrand will introduce an enhanced mission with an evolved focus on guest services, a new logo and an updated website for the luxury lifestyle hotel.

The hotel introduced a host service program, which it says is designed to elevate personalized offerings such as extra pillows, iPads, chargers, assistance with directions or a signature cocktail. The rebrand also includes reimagined room categories. The salons range from executive king rooms to studio-sized guestrooms with king, queen and double bed accommodations. The suites include the property's Master and Central suites while the houses, Hotel 48LEX's penthouse suite collection, feature The Lexington House and The Avenue House, each with more than 700 sq. ft. of indoor and outdoor space. They can also be reserved together as one entity—The House, which represents Hotel 48LEX's most spacious and superior accommodations.

Meanwhile, a new logo features modern font and slim linear design. The new styling is paired with the launch of a visually enhanced website design meant to improve the user experience, said the company.

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