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**HOTEL 48LEX NEW YORK REBRANDS TO MARK  
FIRST ANNIVERSARY AS AN INDEPENDENT HOTEL**

**NEW YORK (xx, 2016)** - [Hotel 48LEX New York](#) - Midtown East's, residential-style boutique hotel- today announced a transformative rebranding. In addition to celebrating their success since transitioning to an independent hotel one year ago, Hotel 48LEX presents a new fresh approach that better represents the property's focus on creating an unparalleled luxury experience for their guests. Hotel 48LEX's hosts continue to provide their guests with an escape from the chaos of New York City, while still putting them in the heart of it - guests sense they are coming home to their own, private piece of Manhattan, instead of a simple hotel room. Spearheaded by recently-appointed General Manager Jonathon Goldberg, the rebrand will introduce an enhanced mission with an evolved focus on guest services, a new logo and an updated website (launching today) for the luxury lifestyle hotel.

"The rebranding reflects the evolution of Hotel 48LEX as we present a new take on luxury hospitality," said Goldberg. "Through our new approach to high-end service, guests will feel as though they're being welcomed home. There's a comfort and reassurance that comes along with each team member getting to know guests personally to meet their needs and put them at ease."

To honor its "guests first" approach, the hotel introduced a host service program to elevate its personalized offerings. From the moment they walk through the hotel's double doors, guests receive first-class treatment from intuitive hosts who fulfil every need, whether it's providing extra pillows, iPads, chargers, assistance with directions or simply a signature cocktail.

Guests will also get a sense for the hotel's guesthouse-inspired atmosphere with reimagined room categories that illustrate the hotel's pied-à-terre feel. The "Salons" range from executive king rooms to spacious studio-sized guestrooms featuring 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-square-feet 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 chic new logo captures the hotel's true identity. The modern font and slim linear design evoke the look and feel of hotel's sleek aesthetic. The new styling is paired with the launch of a visually-enhanced website design for [www.hotel48lexnewyork.com](http://www.hotel48lexnewyork.com) to improve the user experience.

For more information about Hotel 48LEX, or to make a reservation, please call 212-888-3500 or visit [www.hotel48lexnewyork.com](http://www.hotel48lexnewyork.com).

### **About Hotel 48LEX New York**

Hotel 48LEX New York is a AAA Four Diamond hotel featuring 116 spacious pied-à-terre style bedrooms and suites, each designed to resemble an upscale Manhattan apartment with elegant touches such as marble bathrooms, contemporary art décor, kitchenettes stocked with local snacks and beverages, and floor-to-ceiling windows with views of Lexington Avenue. Located in Midtown East in Manhattan within walking distance of many iconic New York City destinations, Hotel 48LEX offers complimentary high-speed Wi-Fi, access to a 24-hour fitness studio and four Executive Boardrooms perfect for intimate special events and meetings. The Lounge stands in for a typical "lobby," with daily breakfast and snacks available throughout the day at the communal table, comfortable furniture for guests to relax, wine and cheese selections every evening, and a library of Assouline coffee table books. Lexington Brass, a New American bistro on-property, offers creative twists on classics and also caters food for in-room dining and meetings.

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