



# Cool cabins in a hot location

**Our weekly page** looks at launches around the world. This week: an affordable, stylish hotel for NYC, an American diner in London's East End and hotel hair care for the well-groomed traveller

## Yotel, New York

As any visitor to Manhattan will attest, accommodation doesn't come cheap in NYC, even in the hostels. Boutique hotels begin at around £200 a night for a coffin-sized cupboard. And, outrageously, breakfast is usually extra.

Enter Yotel, the brainchild of YO! Sushi supremo and Dragons' Den regular Simon Woodroffe and his business partner Gerard Green. With 669 'cabin' rooms across 24 floors in Midtown, the hotel promises 'affordable luxury' with cool features and essentials (complimentary breakfast, free Lavazza coffee, free hi-speed Wi-Fi) instead of exorbitant fripperies.

'Affordable luxury is not just about having nice sheets and towels,' says Green. 'It's about the things you need when you travel – windows that cancel out the noise,

super-strength Wi-Fi and we've had the phone signal boosted so you get a great reception wherever you are in the building.'

The compact rooms are designed with airline seating in mind, using clever storage solutions and beds stored upright to maximise the space. For anyone wanting more room to work, party or simply hang out, there are numerous public lounges, boardrooms, booths, studios and games rooms.

The location – on 42nd Street and 10th Avenue, in Hell's Kitchen – is considered something of a culinary dead-zone, so the

Yotel has its own fare. The terrace bar turns out high-end cocktails and the Dohyo restaurant – named

after the Japanese sumo wrestling ring – serves sharing plates of Asian-fusion food from £4.

There are first-class rooms with terraces and hot tubs, and three blingtastic VIP suites. 'We want it to be the iPod of hotels,' says Green. 'We want it to be accessible to everyone, from business people to families and hopefully some celebrities too.'

*Rooms from £100 per night.  
Tel: (+1) 646 449 7700,  
www.yotel.com*

## > Also check out...

### American barbecue in Shoreditch

If you're partial to the sweet, smoky flavours of Southern cooking, you need venture no further than Hoxton Square in Shoreditch, east London. Vegetarians turn away now, for Red Dog Saloon focuses on tender, juicy meat, cooked 'slow and low' for 16 hours in the restaurant's hickory and mesquite-burning smoker. Ribs (from £9.95), chicken (from £9.95) and other meaty treats, such as brisket, all feature heavily, alongside a hefty batch of burgers. Gear up your chops to tackle The Punisher, a 5oz beef burger, with cheese, bacon and pulled pork (£9).

*37 Hoxton Square, London.  
Tel: 0207 739 8316,  
www.reddogsaloon.co.uk*

### Get hair happy at Hyatt

Travelling in style hasn't been the same since we had to decant our luxury lotions

and potions into 100ml bottles every time we board a plane. And hairdryers, straighteners and essential hair ephemera doesn't half clutter up a carry-on. Clever Hyatt hotels is offering a solution with its new Hyatt for Her hair menus, in-room beauty services including pedicures, manicures and blow-dries. The service is only available

in Germany (hopefully to be rolled out elsewhere soon). So you can leave the appliances at home but still get glammed up in the comfort of your own chamber. *Prices from £45, www.hyatt.com*



