

DAILY NEWS

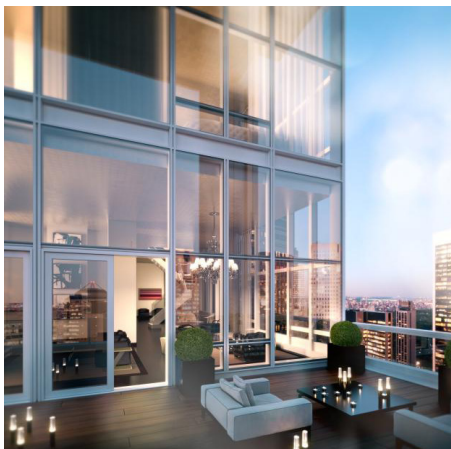
Baccarat, the crystal company, will open super-luxury hotel and condo tower in midtown near MoMA

Barry Sternlicht is behind the project. Apartments will run from \$3.5M to \$60M.

BY JASON SHEFTELL
NEW YORK DAILY NEWS

The first name in luxury crystal now wants to be the ritziest name in city real estate.

Baccarat, which has been making its namesake glass since the days of Louis XV, is launching a hotel and condo complex in a sleek 50-story tower on W. 53rd St.



Baccarat Hotel & Residences W. 53rd St. will have a Parisian terrace.

“Guests and residents (will) admire the company’s artisanship and commitment to perfection in both service and design,” said Barry Sternlicht, whose Starwood Capital Group owns Baccarat.

The hotel and apartment project is the latest ultra-luxury development in an already hot market. But forget keeping up with the Joneses — the Baccarat is more staying in pace with the Rockefellers.

The lobby is filled with Baccarat chandeliers hanging from 40-foot ceilings and custom-made bronze sparkling with crystal.

The hotel will have a crystal bar with a Parisian terrace reminiscent of the Tuileries Garden and 26 suites.

Homes range in price from \$3.5 million for a one-bedroom to \$60 million for a duplex penthouse atop the tower designed by Skidmore, Owings & Merrill, the same firm in charge of One World Trade Center.

Total cost on the project is estimated to be slightly more than \$400 million.

“This whole project oozes sex and money,” said a broker associated with the building.

Sternlicht, one of America’s shrewdest and creative financiers, founded Starwood Hotels and is the creative mind behind the W brand, which started in Union Square in 1998.

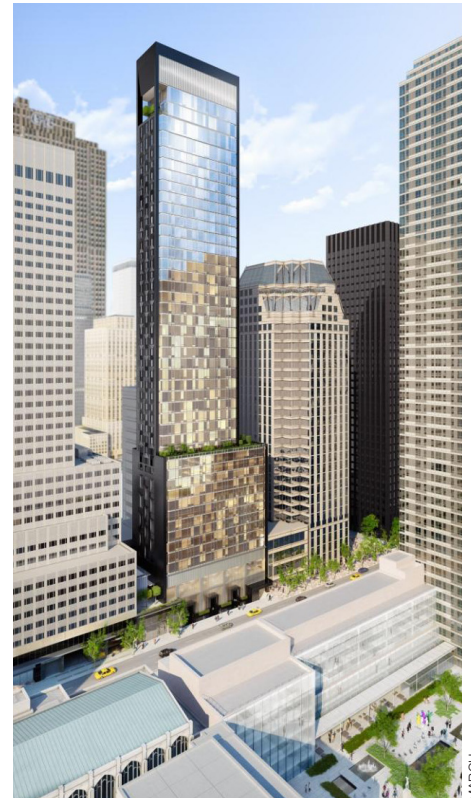
He bought the Baccarat brand in 2005.

Baccarat was founded in 1764 after a decree from Louis XV. Ever since, clients have included royalty from around the world including Russian czars.

Baccarat Hotel & Residence is being built on the site of the former Mid-Manhattan branch of the New York Public Library. The new building will include a smaller, but new, branch.

Corcoran Sunshine Marketing Group is handling sales for the project, which has a sales office with a mirrored room on the 21st floor at 680 Fifth Avenue. Interior designer Tony Ingrao used sumptuous woods and distinct metals to give the homes rich texture.

“People will come from all over the world to see this hotel and building,” said Sternlicht at the opening party, mentioning that some are already in contract. Sternlicht partnered with Tribeca Associates on the groundbreaking project, slated for completion towards the latter part of 2014.



The glass-walled Baccarat Hotel & Residences will rise over W. 53rd St.



A duplex apartment will feature high ceilings and the company’s signature crystal chandeliers. Interior designer for Baccarat Hotel & Residences is Tony Ingrao.

