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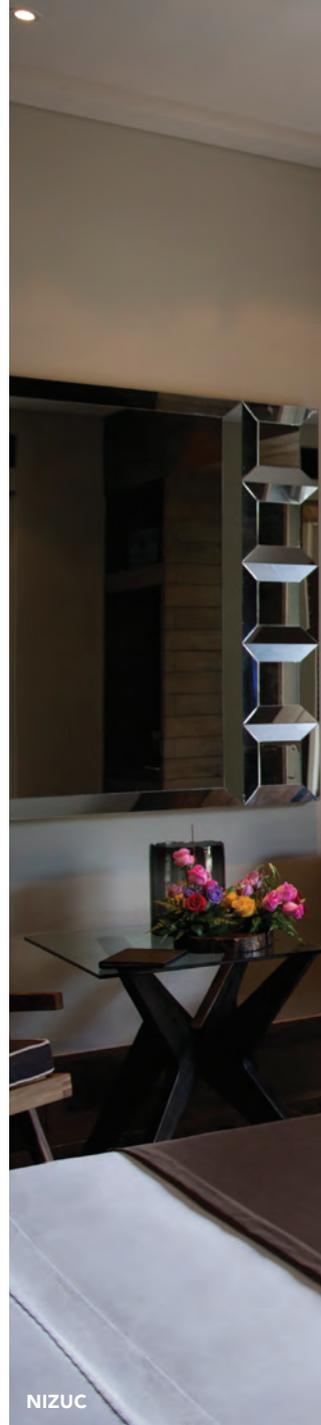
THE HIPSTER HOTEL

BY NINA HEMPHILL REEDER

Travel is no longer just business as usual.

Stiff comforts and boring traditions just don't cut it anymore. Today's trendy consumers aren't just looking for a place to lay their heads after their daily pursuits; they're looking for a place where they can fulfill many of those pursuits without ever needing to leave the property. Whether you're the eco-friendly type or all about the party scene, these luxury brands tap in to the hipster appeal, delivering on style and capturing traveler interests with character and pizzazz.

Courtesy of NIZUC Resort and Spa; Casa Velas; Moonrise Hotel and Virgin Hotels Chicago



NIZUC



Casa Velas
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YOUNG BLOODS

BY NINA HEMPHILL REEDER

These fresh, exciting brands aim low—in the ages, that is—and appeal to a modern interest.

The Millennials have spoken. And for good reason, the hotel industry has listened. Research suggests that the adult Millennial generation (18 to 34) is not only overtaking the Baby Boomer generation (51 to 70) as the largest living demographic but also outpacing them in business-related travel. So to appeal to this market, many of the big brands have taken a look inward to introduce a new hotel line with a more youthful style and high-energy aesthetic. And they're addressing the desires of this tech-savvy, social sharing generation with touches such as free Wi-Fi, unlimited bandwidth, bedside charging ports, late-night dining and in-house entertainment.

Here are some of the big brands coming up in a city near you.

Moxy Hotels—As a division of Marriott, the brand focuses on providing boutique touches but at affordable prices. The hotel website incorporates an Instagram feed of happily hashtagging Moxy guests who show you how much fun you could be having at a Moxy hotel. Moxy Milan is currently open, and Moxy New Orleans is expected to open this spring.

Hyatt Centric—The Hyatt claims this line is for savvy travelers with eclectic tastes. And where there's a happy hour, there's fun. The Centric properties, such as in South Beach Miami and in Woodlands, TX, invite you to indulge in bites and drinks for their daily happy hour.

Aloft Hotels—So try ordering room service without using a single word. You can now do this at this Starwood Division. The Aloft Manhattan hotel recently introduced Aloft TiGi (Text it. Get it.), in which you can text your room number along with the emojis to have room service deliver the corresponding item.

Canopy by Hilton—A friendly neighborhood atmosphere is the ambition for this Hilton brand. Taste local craft beers and wines and grab a complimentary breakfast goody bag containing locally made artisan pastries.



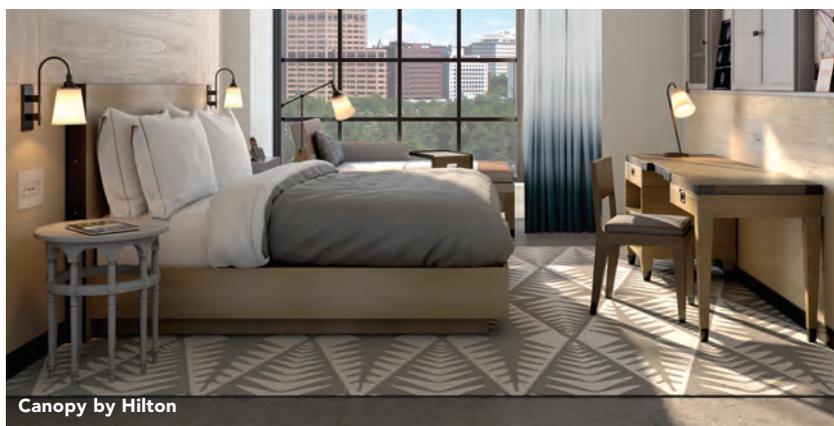
Moxy Hotel



Hyatt Centric



Aloft Hotel



Canopy by Hilton

From top to bottom: Courtesy of Moxy Hotel; Courtesy of Hyatt Centric; Courtesy of Aloft Hotel; Courtesy of Canopy by Hilton