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We sat down with Gregory Peck to ask him a few questions about how he translates his love for fashion into the inimitable sense of style on display in each of his luxury hotels.

HOW WOULD YOU DESCRIBE YOUR PERSONAL STYLE?

My sense of style with regards to my clothes is best described as classic elegance with an edge, or what I have termed for my hotels as “downtown luxury.” I have always been inspired by timeless dressers, such as Sinatra and Clooney, but I also like to infuse an eclectic mix of unexpected elements. That might be realized with a belt, a sweater, a scarf or choice of shoes that can be conveniently interchanged during the course of a full day, bringing about a fresh look, with little effort.

HOW DO YOU CARRY THAT OVER INTO YOUR HOTELS?

I approach hotel design with a sensibility that is not steeped in traditional luxury. But because I value classical elements just as much, my style is most definitely a fusion of the two extremes. An example would be our beautiful indoor/outdoor fireplace and the entire outdoor patio at the Crescent Hotel in Beverly Hills.

WHERE DO FASHION AND LUXURY DESIGN MEET?

I believe in always dressing appropriately, depending on the surroundings and intended purpose. Likewise, each hotel has its own site-specific personality, a DNA that draws from its surroundings. For instance, the property I am currently developing in New York City, the Cooper Square Hotel, intentionally fuses cutting edge modern architecture from Carlos Zapata with elegant Italian design from Antonio Citterio. The idea is to embrace the hotel’s immediate environs along the Bowery in downtown New York while adding a true element of luxury to appeal to high-end travelers seeking the highest levels of hospitality. While design specifics are always different for each hotel, I usually find a way to incorporate what I like, but never what I don’t like. It makes my job a pleasure.

