

guyS

not for girls.



pecking order

Gregory Peck, the young hotelier who is no relation to Audrey Hepburn's former co-star, will soon open the Cooper Square Hotel on the Bowery in New York. Here, he tells us the secrets of his success. MALLORY RICE

How did you get into the hotel business?

I had been working in investment banking, and by luck started investing in hotels—specifically Ian Schrager's. It exposed me to the industry and showed me that there is a creative side to business.

What did working with Schrager teach you?

One was his incredible attention to detail—nothing is ignored. He also has a really strong sense of what drives mass culture, and what draws people in.

What did you have in mind for Cooper Square?

We wanted to capture the old notion of the luxury and glamour of traveling.

The neighborhood hasn't embraced the hotel.

How do you react to that? People often resist change and big developments, so it's not surprising. Hotels can be gathering spots that bring international people into an area and I think that's a good thing.



Mila Kunis can kick your ass
(in five-inch heels)

noody
is
ogwai

Tricky
Maserati
Visvim
Conor Oberst
Kat Dennings

Inside one of the most dangerous places on earth