

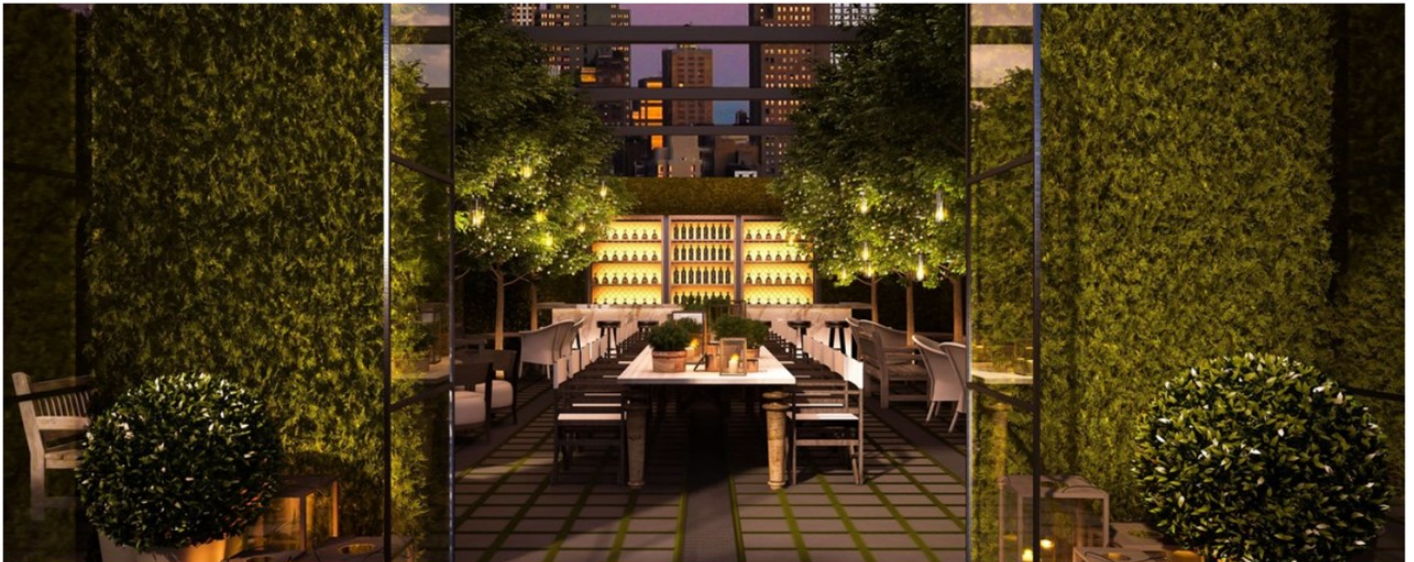


# April

APRIL 2, 2019

Spring is in the air and YVP experiences are heating up. Read on for our new lineup of YVP exclusives.

## The Times Square Edition Grand Opening



Times Square has been needing a much desired resurgence and facelift in all facets covering lifestyle, hospitality, and design. Enter the Times Square Edition Hotel which had its grand opening bash on March 12th bringing out New York's power elite including Kendall Jenner, Hailey Baldwin, Maxwell, Ian Schrager, and many more. Schrager who has been behind notable projects such as Studio 54, The Gramercy Park Hotel, and Public Hotels brings his expertise and touch to the Edition group's newest property.

Guests enter through a long ivory hall with venetian plastered walls and ceiling and a floating custom green mirrored stainless sphere inspired by Anish Kapoor and the colors of Jeff Koons. The refined and pristine spaces are juxtaposed against the energy, vibrancy and chaos of Times Square. Accompanying this is Times Square's first ever Michelin-starred chef, John Fraser, spearheading the food and beverage at the hotel to create a cacophony of dining experiences. The fine dining restaurant named 701West is a gastronomic gem in a jewel box-like setting that is an explosion of color. The menu features the best local ingredients and inventive preparations inspired by classical French, Asian, and Latin fare.

The Times Square Edition is now open taking reservations. For more information on how to reserve a room, and nightlife and dinner bookings please contact [info@yourvippass.com](mailto:info@yourvippass.com).