

WWD

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HGU Hotel Uniforms Go Back to School

By [Sharon Edelson](#)

HGU, the newest hotel in the NoMad's hip portfolio, will bow this month in a 110-year-old Beaux-Arts building at 34 East 32nd Street.

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The hotel is filled with works by talented young artists such as Evan Desmond Yee, a sculptor, whose work is inspired by technology.

While the NoMad Hotel at 1170 Broadway in Manhattan is known for its dark, rich color scheme, especially in the Parlour restaurant, which features dark oak furniture and textured fabrics, HGU's Lobby Bar, Lounge and NoMad Kitchen are considerably brighter.

When it came time to add the finishing touches to the hotel, owner Mike Namer chose CO Bigelow products and cotton terry towels made in Turkey for the bathrooms.



Noele Norton's uniforms for HGU hotel.

Namer recognized the importance of creating a strong DNA for the hotel staff, starting with the uniforms, so he turned to Noele Norton of Unify Studios, who has designed staff attire for W South Beach, SLS Hotels, Opium Group Clubs and Komodo Restaurant.

Norton's uniform for women is a plaid blazer embroidered with the HGU logo and skirts with gold buttons that fall below the knee, worn with white blouses and foulards. Men wear plaid suit jackets and tapered pants. Another look for women is a plaid vest and skinny cropped pants. were inspired by the uniforms of British students, which are recognized by a certain pattern or monogram.

"My thoughts when designing for HGU was about a preppy and sophisticated uniform," Norton said, "an entourage of cool, smart kids from university with a care-free attitude and strong personality."

The uniforms also recall airline steward and stewardess attire from the Golden Age of Travel in the Sixties.

HGU is Norton's first New York property. "I liked the idea of unifying the staff, keeping the heritage of the building, yet allowing each individual to show their own identity," she said.

"The design behind HGU New York honors the hotel's history with its 1905 Beaux-Arts architecture mixed with a 1965 British social club vibe," Namer said. "We wanted to meld culture and refinement to create a modern boutique hotel experience. We're targeting clientele who are world travelers and well-rounded, with a great sense of style, who will be interested in the artwork pieces displayed in the hotel as well as the rich history associated with HGU New York."