



#### **CONTACT**

Michael J. Ullman  
Executive Vice President &  
Chief Operating Officer  
212-231-6818 (direct)  
[mjullman@sherrynetherland.com](mailto:mjullman@sherrynetherland.com)

#### **ADDRESS**

The Sherry-Netherland  
781 Fifth Avenue  
New York, New York 10022-1046  
212-355-2800  
212-319-4306 fax  
Reservations: 877-743-7710 [www.sherrynetherland.com](http://www.sherrynetherland.com)

#### **LOCATION**

The Sherry-Netherland stands at the corner of Fifth Avenue and 59th Street, directly across from Grand Army Plaza, the main entrance to Central Park.

#### **HISTORY**

Developed by Louis Sherry and Lucius Boomer, The Sherry-Netherland opened in 1927.

Advertised as "more than a place to live....a way of living," The Sherry-Netherland offered the affluent individual a pied-a-terre at one of Manhattan's best addresses without the upkeep and staffing expense of a full-time New York residence. Sherry residents enjoyed cuisine from the Sherry kitchen and service from Sherry butlers, housekeepers and concierges.

Louis Sherry, an ice cream magnate, caterer and confectioner, had many ties to New York. He served the city's elite society from 1881 to 1919 and his confections, beautifully packaged in lavender boxes and tins, were a standard steamship gift of the day. (His name lives on as Louis Sherry Brands of Chicago, which sells, ironically, sugar-free packaged foods.)



*Original Louis Sherry poster*

Lucius Boomer ran the first Waldorf=Astoria at 5th Avenue and 34th (now the site of the Empire State Building) and at its present Park Avenue location and was the original owner of Boston's Lenox Hotel. In 1920, the American Hotel Association appointed him to study the education required to meet the increased demand for managers and chefs. His committee recommended establishing a school of hotel management at Cornell University, which has developed into one of the most respected hotel schools of today.

## **ARCHITECTURE**

The New York City firm of Schultze & Weaver designed The Sherry-Netherland in a neo-Romanesque and Renaissance style. Renowned architect Leonard Schultze, with his partner, S. Fullerton Weaver, designed many of the Jazz Age's grandest hotels: The Pierre (New York City), The Breakers (Palm Beach), the WaldorfAstoria (New York City) and The Biltmore hotels in Atlanta, Coral Gables and Los Angeles. The 38-story building was the world's tallest apartment building and one of the first in New York City with a steel frame. It was completed in 1927. It features travertine marble facing on the base and an elaborate Gothic-inspired minaret. Unique touches include the whimsical griffins with hanging lanterns that guard the exterior.



*Schultze @ Weaver design study*

### **LOBBY AND PUBLIC SPACES**

More intimately sized and hushed than the typical hotel lobby, The Sherry's lobby was modeled after the Vatican Library. There are classical friezes rescued from the Cornelius Vanderbilt mansion one block south where Bergdorf Goodman now stands, vaulted ceilings, ornate mirrors, crystal chandeliers, hand-loomed French carpets (which are removed in the summer to allow the beautiful marble floors to show). Antique furnishings add to the elegant yet welcoming setting. Corridors feature vaulted ceilings, as well as faux columns hand detailed in gold leaf.



*Sherry-Netherland lobby*

### **ACCOMMODATIONS**

Each guestroom or suite at The Sherry-Netherland is individually furnished and decorated, reflecting the personal taste of its owner. Rooms range from a 340square-foot courtyard Room to a 1,350-square-foot two-bedroom suite overlooking Central Park.



All accommodations feature high ceilings and marble bathrooms. Many also have decorative fireplaces, and some contain the original pedestal sinks with silver plated faucets from the 1920.



### **SERVICES AND AMENITIES**

The Sherry stay features a wide variety of complimentary amenities: High speed in-room wireless internet access and local telephone calls, a welcome gift of Louis Sherry chocolates, Gilchrist & Soames toiletries, soft drinks and mineral water, fresh flowers, evening turndown with Godiva chocolates and shoe shine. Guests also receive a complimentary newspaper of choice. All guestrooms have High Definition TV with multiple premium channels and movies-on-demand. There is no charge for use of the Fitness Center or the Business Center. Other services and facilities available at The Sherry-Netherland are valet parking, in-room massage therapy, limousine service, barber shop and beauty salon, room service by Harry Cipriani, Notary Public, and preferred sports and theater tickets.

### **DINING**

The restaurant at The Sherry-Netherland is the fashionable Harry Cipriani. A near duplicate of the famed Harry's Bar in Venice (where Guiseppe Cipriani created the Bellini and Beef Carpaccio), the restaurant re-opened in May 2007 after a \$3 Million renovation. Harry Cipriani also provides room service for Sherry guests. The restaurant and room service operate daily from 7:00 a.m. until 11:00 p.m. For all our registered guests, a 20% discount is offered on all items on the Cipriani menu in the restaurant. It does not apply to room service.



*Harry Cipriani*

## HOW THE SHERRY-NETHERLAND GOT ITS NAME

Louis Sherry purchased the famed New Netherlands Hotel, and then demolished it to build his masterpiece skyscraper. Realizing that placing his name on the building would not signify the luxury and importance of his new hotel, he came up with the name "Sherry-Netherland". In its early days, because the New Netherlands name was still fresh in people's minds, the hotel was often misnamed "The Sherry-Netherlands".

## STORES AND SALONS

In business since 1851, A La Vieille Russie opened its New York branch in 1941 and moved to The Sherry-Netherland in 1961. It specializes in European and American antique jewelry, 18th-century European gold snuff boxes, antique Russian decorative arts, and Russian paintings, icons and furniture. The prime house for Faberge in this country, A La Vieille Russie was instrumental in helping Malcolm Forbes build the Forbes Magazine Faberge Collection. The entrance to A La Vieille Russie is on Fifth Avenue.

Emile's Salon has been meeting the hair care needs of men for nearly 25 years at The Sherry-Netherland. His salon is also located in the Atrium Lobby.

Privé comes to the Sherry with extensive experience having had successful salons in Beverly Hills and Soho. They also have their own product line. It is owned and operated by Laurant and Fabienne Dufourg. It is located on the atrium level of the lobby.

Ghurka, the 35-year-old purveyor of fine leather luggage and bags, has moved its flagship to The Sherry. This store offers handbags, travel bags, and men's and women's accessories. Ghurka leather bags and accessories are handmade by master artisans committed to a tradition of superior craftsmanship, superb functionality and timeless American style. Everything that bears the Ghurka mark is designed and built to provide a lifetime of use and enjoyment.



The “Ghurka” name comes from the Ghurka soldiers of the Himalayas who since the days of the British Raj have been known throughout the world for their bravery, loyalty, and cheerful indifference to all difficulty. Our story begins at an antiques auction in the early 1970s where our company’s founder Marley Hodgson, fueled by his love of history and leather craft, bid on campaign gear made for a Ghurka regimental officer stationed in India during the early 1900s. Inspired by the rugged elegance and workmanship of the 75-year-old leather, Marley made his first Ghurka bag, a leather knapsack, for his young son. It is still used daily by his granddaughter.

#### **HOTEL MARKETING AFFILIATIONS**

The Sherry-Netherland is a member of Preferred Hotels & Resorts, and The Mantis Group.

The Preferred Hotel Group is a multi-brand organization that delivers cutting-edge sales, marketing, and service solutions to independent luxury hotels and resorts around the world through its five brands, Preferred Hotels & Resorts, Preferred Boutique, Summit Hotels & Resorts, Historic Hotels of America and connectivity solutions through Sterling Hotels. Collectively, the Preferred Hotel Group offers the traveler a choice of over 850 distinctive properties throughout more than 75 countries.



Its newest affiliation is the Mantis Collection: Privately Owned Boutique Hotels, Game Reserves & Eco Lodges. The Mantis Collection started when Adrian Gardiner, chairman of Mantis, stumbled across 2000 acres in the Eastern Cape Province of South Africa. This land had been an area very rich in African wildlife, had not been cared for in many years, and allowed to fall apart. It was here that they started, with the Shamwari Game Reserve, which today measures 60,000 acres and has seen the reintroduction of all the game that once roamed the wilds of the Eastern Cape some 200 years earlier.

Out of the success of Shamwari and the other hotels and lodges within the group they launched Mantis in the year 2000. Mantis is a hotel marketing and management company that totals 40 properties spread across the globe – from a luxury tented camp in Antarctica to the opulent The Sherry-Netherland in New York City.

