

**BRAVO TO STYLE:  
NYLO Hotels Unveils  
NYLO Wear by Daniel Vosovic**

**ATLANTA (Dec. 4, 2007)** -- Announcing the latest hotel amenity: the 24/7 fashion show, thanks to a partnership stitched together between loft lifestyle hotel brand NYLO Hotels and designer, author, fashion blogger and reality TV celebrity, Daniel Vosovic.

The collaboration unfolds in a unique collection, NYLO Wear by Daniel Vosovic. Eighteen months in the making, the apparel blends comfort with couture. It premieres in time for NYLO Plano at Legacy, the brand's inaugural hotel opening, Dec. 18, in North Dallas.

Created for frontline workers and fashionistas, NYLO Wear is an 20-piece collection that aims to flatter its wearers in the hotel as well as in the office and on the street. The versatile, mix-and-match clothing line includes sweaters, skirts, pants, blouses, shirts, jackets and more. Each piece features Daniel's signature clean lines and sophisticated styling. From jackets and jumpers to polos and pants, the collection is varied enough for a day in the office or a night out with friends. Later this winter, the casual, fashion-forward apparel will be available for consumers to purchase in the hotel boutique shops and online at [www.nylohotels.com](http://www.nylohotels.com).

Not long ago, Daniel earned accolades on Bravo-TV's "Project Runway." The Emmy-nominated show put his impeccably tailored designs in front of 25 million viewers nationwide. He was the Season 2 contestant judges and viewers loved to . . . love. Daniel won a record-setting five design challenges. He was the hands-down favorite in Bravo's online poll, winning over fans with his talent, outgoing personality and grace under fire.

Today, Daniel takes to heart the fashion imperative of "Runway" design mentor Tim Gunn. He is "making it work," by parlaying his reality-TV stardom into building his career. At the age of 26, he enjoys the type of name recognition many successful designers work years to attain.

Daniel works as a freelance design talent for New York fashion houses. "It gives me the freedom to pick and choose the more creative projects I'm working on right now," he says. Those projects include a book on the design process, *Fashion Inside Out: From Inspiration to Runway and Beyond*. The hardcover book is due out in the fall, 2008, by Watson-Guptill, a leading publisher of lavishly illustrated titles on visual and performing arts. Meanwhile, his run on "Project Runway" continues. Daniel hosts a popular fashion and lifestyle blog on

[www.bravotv.com](http://www.bravotv.com). He also is seen there interviewing “Runway” host and uber-model, Heidi Klum; Gunn; and judge Nina Garcia, the *Elle* magazine fashion editor, among others. Daniel helped cast this season’s designers and created a cocktail dress for Klum to wear on the show. At the same time, the multi-talented designer is launching his first retail clothing line through the unique partnership with NYLO.

### **Hotel As Runway**

“NYLO is a design-driven brand, from its new, urban loft-style construction to its custom furniture and decor,” explains Michael Mueller, NYLO president and visionary of the brand and its NYLO Wear collection. “We thought a higher-end designer collection to be used as uniforms would be a natural fit.

“Daniel is tremendously talented,” Michael continues. “His designs are innovative and streamlined but very approachable. In the same way, NYLO hotels are stylish, but their main mission is to provide an enriching experience that’s comfortable, engaging and fun.”

“When Mike approached me about designing a clothing line for NYLO, I was really surprised,” Daniel recalls. “I said, ‘I don’t do polyester. And I don’t do burgundy with brass buttons.’ Mike told me, ‘Good, neither do we . . .’ I’m loving this project. The creativity and support are tremendous. This is an opportunity to work with a group of people who want great design and really understand it.”

### **Fashion On The Move**

Here’s what the designer has to say about how NYLO Wear by Daniel Vosovic is taking the traditional view of hotel uniforms and giving it a makeover.

#### **What’s included in the collection?**

Vosovic: NYLO Wear is an extensive line of men's and women's clothing. There are several different versions of pants for men and women, dresses, and skirts, and all the layering pieces — tee shirts, long-sleeved blouses, button-down shirts for men, polos, jackets and more. Line extensions are already in the works for accessories, including luggage, handbags, Dopp kits for men, robes, jewelry, belts and outerwear, for a full collection.

#### **Who will wear the apparel?**

Vosovic: It’s for front-line workers, including bartenders, servers, front-desk staffers and concierge. The clothes are meant to be worn outside the hotel too, to work or out with friends. The clean shapes and comfortable fabrics make most of the pieces easily mixable and layer-

able within an existing wardrobe. Later this winter, consumers will be able to buy pieces from the collection in the hotel boutique shops and online as well.

### **How does NYLO Wear feature the signature Daniel Vosovic look?**

Vosovic: My designs are known for having a very clean and modern aesthetic. I love tailored garments, structure, and innovative seam lines. Everything about NYLO Wear -- from the shapes and proportions to the colors -- is streamlined but also comfortable and wearable.

### **How does the apparel tie in with NYLO's design?**

Vosovic: For the overall concept, I pulled from NYLO's urban loft design. The color palette — dark charcoal grays and khakis— draws on the building materials. The collection is designed to work within NYLO's bold graphic lines, so the clothes are visually interesting in their setting. The stripes on tee shirts, for instance, mimic the lines of the exposed piping. With its curvilinear lines, the clothing provides a striking contrast to NYLO's strong angles. For the fabric, we used cotton blends and cotton sateens with a slight sheen. These fabrics create a balance. Their softer fibers draw a contrast with the hotels' surfaces of exposed brick, polished concrete, wood and glass.

### **How do you assure the collection will stay contemporary?**

Vosovic: NYLO Wear features good, classic designs to endure, but with a modern twist. However, fashion is evolutionary by nature. We created a clothing line based on mix-and-match pieces, tonal colors, and layering to make it fluid. For most collections, you just produce it and move on to the next one. This is an exciting opportunity because I get a chance to receive feedback, allowing the collection to continually evolve.

Soon, for instance, NYLO Wear will be more site-specific. Each hotel will be unique, tying in with the specific look and feel of its locale. The apparel's color palette is dictated by the space in which it is used. We decided to work with neutrals and bring in color in shirts and bright accents -- belts, trims, and logos – to mirror the one-of-a-kind look of each hotel.

### **Will employees be free to mix-and-match as they please?**

Vosovic: We're doing a look book of mix-and-match guidelines. It will serve as a kind of fashion mentor, telling employees, for example, to pair A with B or C. Bartenders will get several options, as will servers, front-desk workers and others. Although the collection has a universal

look, there's a lot of flexibility. With dozens and dozens of combinations, a guest could stay several days at a NYLO without ever seeing the same outfit twice.

### **How do you assure the apparel will also be functional as uniforms?**

Vosovic: The garments are wearable and breathable. Before designing NYLO Wear, I spoke extensively with people working in restaurants and hotels. They all said movement and comfort are huge, and looking good never hurt. I've also worked in the industry as a server, so I know there's a lot of the unexpected that goes on behind the scenes. The apparel is washable. While it's higher-end design, it's also durable. The collection is all about balancing beauty with practicality. These clothes are meant to be worn and used and, of course, enjoyed.

### **About NYLO Plano at Legacy**

NYLO Plano at Legacy makes its debut December 18, 2007, in North Dallas as the flagship property of loft lifestyle hotel brand NYLO Hotels. Designed by Stephane Dupoux, one of America's Top 20 architect/designers, NYLO Plano has 176 guestrooms, called guest lofts, and more than 1,800 square feet of meeting and event space. Each guest loft has 300 square feet of bright, airy living space, with 10-foot-plus ceilings, exposed brick walls and floor-to-ceiling windows. The property offers a Pure Floor with allergy-friendly guest lofts. Its signature ultra-social living area, *The Loft*, features a stylish bar, state-of-the-art business center, comfortable working library, fully-equipped fitness center, original artwork and entertainment by local artists, boutique shop and restaurant serving sophisticated comfort cuisine. Located in the heart of the master-planned community of Legacy, NYLO Plano is convenient to the Dallas Tollway, expansive Stonebriar Mall, thriving Shops at Legacy, Dr. Pepper Ballpark, StarCenter and the city's two major airports.

### **About NYLO Hotels**

Atlanta-based NYLO Hotels offers a new class of hotels that combines the dynamic qualities of urban residential loft-style living with the best-of-the-industry features of leading hotel brands. The properties will feature bright, spacious loft accommodations; state-of-the-art business center; gym, and 24-hour, healthy-alternative restaurant and bar. They will cater to business and leisure travelers seeking an energized alternative to the bland, one-size-fits-all experience typically found in mid-priced lodgings. The first NYLO hotel opens the end of 2007 in Plano, Tex., a fast-growing suburb of Dallas. For more information, visit [www.nylohotels.com](http://www.nylohotels.com).

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