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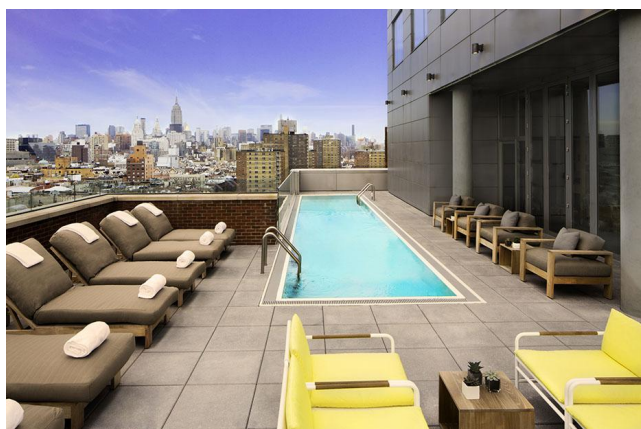
## Teslas and Green Caviar Facials: How NYC's Newest Luxury Hotels Are Raising the Stakes

Recently debuted properties are engaging in an arms race to attract the likes of Jennifer Lawrence with ultra luxe amenities such as Hotel Indigo Lower East Side's unobstructed 360-degree views (courtesy of purchased air rights), just in time Hollywood to check in for the Tribeca Film Festival.

### **Indigo LES (Lower East Side)**

Penthouse from \$2,200

171 Ludlow St.; 212-237-1776; [hotelindigolowereastside.com](http://hotelindigolowereastside.com)



*Flanked between Sean MacPherson's The Ludlow and Sixty LES, Hotel Indigo Lower East Side — the flagship for Intercontinental's millennial-centric brand — bought the air rights at its prime location on Ludlow and Houston, so it's the only property with unobstructed, 360-degree views. The 26-story property has become a fixture for young Hollywood luminaries like Zoe Kravitz, Dakota Fanning and Emile Hirsch, who unwind at the indoor-outdoor rooftop bar, Mr. Purple, run by the Gerber Group. It's also become a magnet for film events, like the official afterparty for T2:*

*Trainspotting with director Danny Boyle, Ewan*

*McGregor, Helena Christensen, Michael Shannon and Rosario Dawson. The duplex penthouse suite crowning the hotel features all floor-to-ceiling windows and three terraces with views of downtown, uptown and the Williamsburg Bridge.*