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Hotel Style: From Chic To Chill

By Chic Retreats

There's no shortage of design themes when it comes to chic hotel style. How do owners and designers create their distinctive approach?

Colours

Colour, as anyone who's ever decorated will know, is vital to the overall feel and atmosphere of a room. Hotels use colour to create space, warmth and light and to differentiate one area from another. Many mainstream hotels opt to keep their colours neutral, offsetting them with colours in curtain and bedding fabrics, but boutique hotels are more daring, using colour to define the hotel's style as well as its ambience. Neutral colours are popular everywhere, with accents of brighter colours to lift the room, but many hotels choose darker, more opulent colours and bright modern colours to complement the overall theme of the building.

Texture and materials

Texture is important in design and it helps to reflect a boutique hotel's personality. Whether it's the warmth of wood or the sterility of stainless steel, the materials and textures used in a hotel help to define the type of hotel it's trying to be. Minimalist hotels often use smooth textures and industrial materials, whilst those encouraging their guests to really relax will choose sumptuous fabrics and tactile furnishings. Leather, cotton, velvet in the furnishings and limestone, wood or marble on the floors all define a sense of design and luxury that turns an ordinary hotel into a special one.

Theme

Some boutique hotels are obviously themed whilst others are subtle, but a single design theme is usually carried throughout all aspects of the hotel in order to achieve a sense of individual personality and style. A deliberately obvious theme, such as music or literature, will manifest itself in the way the public spaces are designed and used - a music room, or a guest library - as well as in the room names and décor and the types of activities available to guests. A more subtle theme will be evidenced in carefully chosen accessories, complimentary welcome packages or services and dining areas.

Hotel Style: From Chic To Chill

The great thing about boutique hotels is that every one is different. Whilst there are common elements such as design and service that distinguish this type of hotel from the mainstream, what really makes a boutique hotel boutique should be evident as soon as you walk through the door.

Chic Retreats is a collection of small, individual hotels around the world that offer the traveller a true taste of luxury and service. Visit our website now by clicking on

<http://www.chicretreats.com>

Holidays With Boutique Style

By Chic Retreats

If style and comfort matter to you, then book a boutique hotel the next time you go away from home.

Boutique hotels are designed to offer you a travel experience you won't forget. Their interiors, fittings, facilities and services are carefully crafted to ensure that you receive the very best of everything during your stay. There are as many different styles as there are hotels, but what binds them all together in this class of accommodation is their design flair and attention to detail.

Destination boutique

No matter where you want to go, there will be a hotel with style and individuality that will turn your trip into an experience. Whether you're heading to London or New York on business, or taking a romantic holiday to the Caribbean or Bali, choosing a boutique-style hotel can really make a difference. These hotels deliver:

- **Style** - whether its minimalist chic, classic contemporary or ethnically-inspired, the design and décor of hotels in this category really matters. Owners spend a lot of time researching themes and tracking down furniture, fabrics and accessories that give them the look they want, without compromising on comfort or quality. It's this planning, creativity and style-conscious attitude that turns an everyday guesthouse into a chic establishment.
- **Atmosphere** - it's really important that these hotels feel different as soon as you walk in. It may be to do with the way you're greeted, or the location of the reception area. It may be the welcome tray or gift package that's left in your room, or it could be the restaurant that's packed with locals because it's so good. Whatever it is that distinguishes the boutique hotel from the chain hotel is immediately apparent in its atmosphere.
- **Service** - whilst other hotels are busy telling you about how great their service is, these hotels are getting on and doing it. They only employ the best staff and ensure that they really do know how to anticipate guests' needs and how to go that little bit further to ensure that guests feel at home. Whether its an honesty bar in the sleek lounge area, or last-minute theatre tickets, these hotels ensure that you are comfortable asking for help and that you receive the levels of service that sets boutique accommodation apart.

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