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IN JANUARY, WE UNVEILED A COMPLETELY REIMAGINED LOEWS REGENCY HOTEL IN NEW YORK AFTER A yearlong renovation. Changing anything with a history dating back 50 years will stir up a variety of emotions—for me, it was nostalgia mixed with excitement. Although we celebrate tradition, our core philosophies and everything else that has made Loews Hotels & Resorts what it is today, our goals include staying fresh and continuing to offer new experiences for our guests.

While the reopening of the hotel brought, among other updates, completely renovated guest rooms and suites, a salon and a new look to our signature restaurant, it also brought the Power Breakfast back to its rightful home. Not only is the breakfast part of our culture and history, but it's also a comforting reminder of continuity in a high-speed world of nonstop change.

Similarly, in putting together this issue of Loews Magazine, we aimed to pay homage to tradition while looking to the future. In a feature titled "If Walls Could Talk," uncover the fascinating histories of some of Loews' historic hotels—among them, a playground for Gatsby-era personalities and a former police department. Visit New Orleans for Jazz Fest, an event dating back to 1970 that brings together music fans of all ages for performances, regional cuisine and a dose of local flavor. Learn about how one of the heroes of the fashion world, Stan Herman, was instrumental in bringing Fashion Week to Bryant Park and changing the way we look at uniforms. Take a road trip back in time with Italian automaker Fiat and explore the vintage appeal of the barbershop, a classic American institution that never goes out of style.

We also hope you enjoy reading our stories that focus on the present and what's on the horizon. One of baseball's young superstars, Freddie Freeman, shows us around Atlanta, innovative designer Mara Hoffman dishes on the best shopping in New York and hairstylist Julien Farel introduces us to his new flagship salon at Loews Regency Hotel. You'll also find a feature on the new, gourmet dishes that chefs are serving—not out of a kitchen but out on the streets.

Loews Hotels & Resorts has been fortunate enough to host dignitaries and celebrities over our long history, yet I'm still overjoyed every time I hear that a traveler is visiting a city for the first time and chooses to stay with us. For those new guests, we hope to make a great first impression. And for our returning guests, we're working hard to provide the same personalized service you've come to expect while ensuring that there's always something new to discover.

Sincerely,

Jonathan Tisch

Chairman, Loews Hotels & Resorts



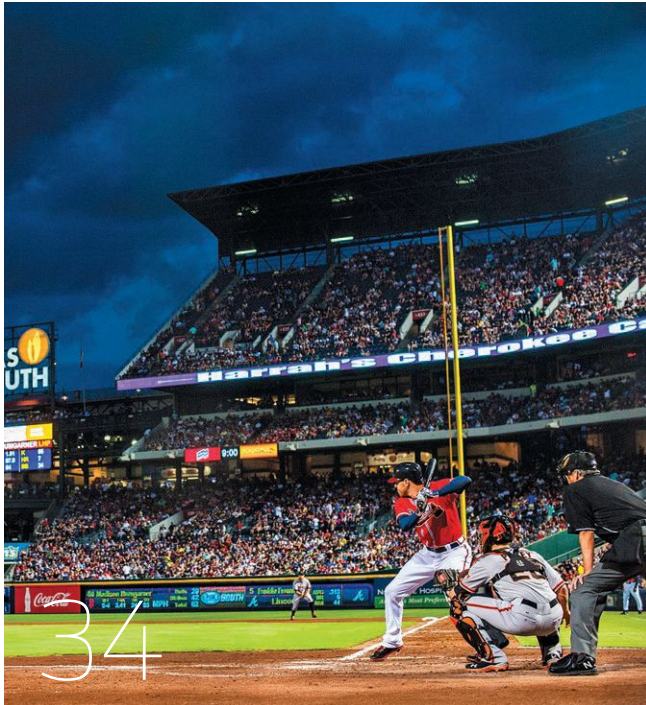


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Two-Wheeled Wonder

Take to the streets with the season's ultimate must-have accessory: a bicycle.

BY SOMER TEJWANI

Maybe it's the sun warming your back, or the wind dancing in your hair, or the rhythmic pumping of your legs—there's just something about biking that makes exploring a city feel like much more of an adventure than riding in a car ever will. A bike helps its rider conquer off-road terrain, blaze unpaved trails and travel to secret spots that can't be accessed by other types of transportation. In recent years, the green movement combined with biking's highly sought-after health benefits have made two-wheeled travel the norm for many city dwellers and suburbanites alike. For the rider who hasn't revisited cycling since the halcyon days of the early 1970s, now known as North America's biggest "bike boom," it may come as a surprise that stylish biking apparel does exist and has actually evolved from a necessity of the hobby to a chic accessory. So whether you're a recreational biker or a Tour de France hopeful, these essentials will have you ready for the journey—wherever it may lead.

▶ **Trek's Steel District** bicycle includes classic accents like a mahogany leather seat and handlebars, \$770, at trekbikes.com.



▶ **Hincapie's Chantilly** jersey in blueberry/lime reduces drag and blocks harmful UV rays, \$90, at hincapie.com.



▶ **Lululemon's Bang Buster** headband is made of reversible fabric with just a hint of stretch, \$18, at lululemon.com.

▶ **Manduka's** 25-ounce stainless steel water bottle is constructed using fully recyclable, lightweight stainless steel, \$18, at manduka.com.





► **Giro's** Surface helmet is built with a hard outer shell and six air vents for increased circulation, \$55, at giro.com.



▲ **Canari's** Eckleburg jersey incorporates moisture-wicking fabric and several storage pockets, \$60, at canari.com.

► **Raen Optics'** Remmy sunglasses are a retro throwback and come outfitted with Optics by Carl Zeiss Vision CR-39 lenses for optimum comfort and eye protection, starting at \$135, at raenoptics.com.

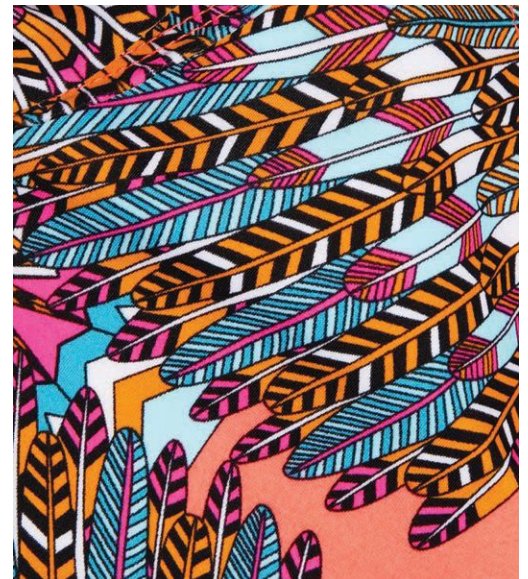


► **Raleigh's** Cadent 11 bicycle ups the ante with 11 gears, hydraulic disc brakes and puncture-resistant tires, \$1,600, at raleighusa.com. L

Fashion's Free Spirit

Trendsetting designer Mara Hoffman reveals her best-kept secrets for shopping in New York City.

BY TESS EYRICH



Mara Hoffman prints offer a colorful palette for any spring or summer wardrobe.



Mara Hoffman

Mara Hoffman makes clothes for the woman who wants to stand out. Unabashedly colorful, saturated in vibrant prints and often dripping in luxe embellishments (feathers, tassels and ostrich eggshells, anyone?), her gauzy gowns, oversized tunics and patterned swimsuits have become something of a uniform for a new generation of bohemian goddesses.

A native of Buffalo, N.Y., Hoffman earned her credentials at Parsons The New School For Design, joining the ranks of fellow alumni such as Tom Ford, Marc Jacobs and Alexander Wang. She launched her first ready-to-wear collection, Circle by Mara Hoffman, in 2000, and began designing exclusively under the Mara Hoffman name in 2005.

Originally hand-dyed, one-of-a-kind couture pieces, Hoffman's creations quickly progressed to revolve around silk prints that recall the rich landscapes and cultures of South America and the Pacific Islands. A hotly anticipated line of bikinis and coverups made its debut in 2008, followed in 2013 by a capsule collection of ethereal bridal gowns featuring intricate lattice-work and embroidery. Never one to slow down, Hoffman is currently in the process of rolling out a kids' swimwear collection, sold partially in conjunction with J. Crew's popular Crewcuts children's line.

Today, Hoffman splits her time between her showroom in Manhattan and her home in Brooklyn with her husband, acclaimed collage artist Javier Piñón, and their toddler son, Joaquín. A consummate shopper,

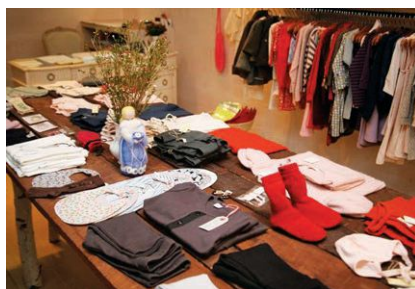
Hoffman is fully versed in the city's must-stop shops and hidden finds. Here, she shares her recommendations for top-notch retail in the world's undisputed fashion capital.

Loews Magazine: Your work is such a bold departure from what most people consider the traditional New York aesthetic—dark, minimalist and understated. How does New York City influence your designs, if at all?

Mara Hoffman: Honestly, New York's aesthetic doesn't influence my designs that much. That being said, it's still my home, a place for my team, and shapes who we are as a brand, in a sense. It's also the best place to be in terms of accessibility for a design house; we are blocks away from both factories and patternmakers.



Unis in Manhattan stocks classic, high-quality menswear staples.



Brooklyn's Sweet William is a favorite for children's clothes and accessories.



Hoffman's ideal day in the city would end at the top-rated Rosarito Fish Shack.

LM: What are your thoughts on shopping and the retail scene in New York as opposed to cities like Los Angeles and Miami?

MH: New York is awesome for shopping. It's a walking city, so you can hit a few neighborhoods with amazing shopping without taking a car or a subway.

LM: What's your favorite spot to shop for yourself in the city?

MH: I like to stick by my home, Williamsburg [in Brooklyn].

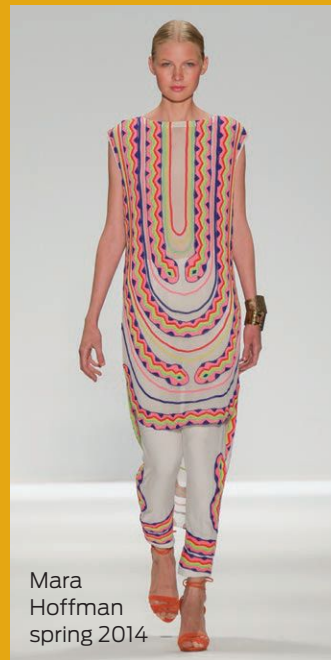
LM: Which stores or boutiques do you find yourself frequenting in the New York area?

MH: I frequent Love, Adorned in Nolita for beautiful home goods and jewelry, and Narnia in Williamsburg for really unique vintage pieces. ... Narnia is a bit tucked away in Williamsburg and under the radar, depending on who you talk to.

LM: What are three must-stop shops you'd recommend to someone

BEHIND THE COLLECTION

For the spring/summer 2014 season, designer Mara Hoffman sent a kaleidoscope of psychedelic silks, tie-dye prints and rainbow-themed accents down the runway. The presentation, a reflection of "straight-up happiness," according to Hoffman, dovetails neatly with her previous oeuvre, adding elements of Guatemalan craftsmanship through pieces like patchwork shorts and woven belts. Fluid maxi dresses, floor-length caftans and even a light knit kimono announce the arrival of warm-weather days, remaining true to the designer's sun-bleached aesthetic. It's never been more apparent that although she may be based in New York City, Hoffman lives in a world where it's always summer.



Mara Hoffman
spring 2014



who might be visiting New York for the first time?

MH: Three great stores to check out if you haven't been to New York before would be Dover Street Market [in Midtown Manhattan], Barneys New York uptown and Love, Adorned.

LM: You've recently become known for your adorable Instagram posts of your toddler son, Joaquin—what are some of your favorite local places to shop for him, or just for kids in general?

MH: We actually just launched a kids' swim collection on our website as well as with Crewcuts by J. Crew. Right now it's only girls' swim pieces, but we would love to expand that to boys as well in the future. Otherwise, I love

Sweet William [in Williamsburg and downtown Manhattan] for kids' clothing.

LM: Which three New York stores would you stop by if you were shopping for your husband?

MH: I would head to [Manhattan-based clothing boutiques] Unis and Save Khaki, and Love, Adorned for my husband.

LM: So, what would you describe as your idea of a memorable day in the city with both your husband and your son?

MH: We would hit the flea market in Williamsburg, then take the ferry to the carousel in Dumbo [also in Brooklyn], and finish it off with fish tacos at Rosarito Fish Shack. **L**



Late-Night Bites

Here's where to find the best midnight snacks.

BY NEAL WEBSTER TURNAGE

Sooner or later, it happens: You're out late, time flies, and the next thing you know, you're starving. There's only one solution—find a late-night hot spot with seriously good eats served round the clock. Luckily for us, local gourmets in Loews cities are willing to dish on their favorite places for after-hours treats, from food trucks to hole-in-the-wall haunts and retro lounges.

"Top Chef" alumnus C.J. Jacobson of Girasol in Studio City, located just minutes from the Loews Hollywood Hotel, has a few recommendations for late-night dining. His favorite spot is Red Medicine on Wilshire Boulevard in Beverly Hills, a Vietnamese-themed

joint venture from chef Jordan Kahn, Noah Ellis and Adam Fleischman (of Umami Burger fame). "I always get the French dip or the banh mi open-faced sandwich," Jacobson says.

The chef also cops to frequenting late-night taco trucks such as El Chato (open until 3 a.m. Fridays and Saturdays) on the corner of Olympic Boulevard and La Brea Avenue, where bite-sized \$1 tacos are a hit along with cheesy quesadillas and burritos laced with a supremely addictive smoky chipotle sauce. Nearby, legendary deli fare is available 24 hours a day at Canter's Deli on Fairfax Avenue, while vintage diner Du-par's offers classic burgers, sandwiches, pancakes and pies sure to

satisfy that late-night sweet tooth.

"I don't think anyone is thinking healthy when it comes to late-night dining," Jacobson adds. "It's more about indulging."

For even more indulgence, head to LA's trending downtown area, which has experienced a renaissance in culture, nightlife and, of course, food over the past few years. In-the-know foodies flock to the Pacific Dining Car, a refurbished coach that's been in operation as a restaurant since 1921, for top-notch steaks, brioche French toast and eggs Benedict.

On the opposite coast, perhaps no other city caters to hungry night owls as much as New York does. International restaurateur Richie Notar has been in the business since the days of Studio 54, when he was club co-owner Steve Rubell's right-hand man. After overseeing the spread of the Nobu sushi empire, Notar settled down



Banh mi sandwich at Red Medicine in Beverly Hills



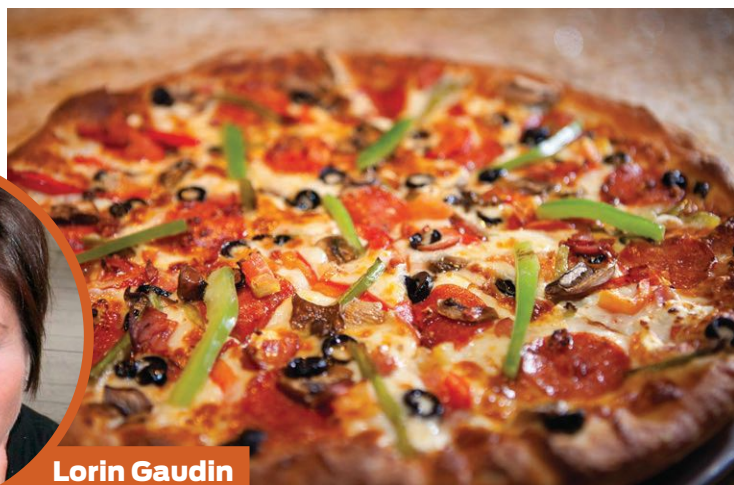
C.J. Jacobson



The Pacific Dining Car is open 24/7 and serves classic American dishes.



Lorin Gaudin



The Veggie-Mite pizza at Pie, Pizza & Pastas



New Orleans' Deja Vu Bar & Grill

to open the hotly anticipated Harlow restaurant in Manhattan. Once Notar and Harlow chef Danny Ye call it a night, they often set out in search of a good bite and brews.

A few of Notar's post-midnight stops include Great N.Y. Noodletown on the Bowery for its menu of classic noodle bowls, Roti Boti in Queens for authentic Pakistani dishes like grilled lamb chops and chicken tikka with garlic naan, and Tacos El Bronco in Brooklyn for arguably the best tacos in New York. For Korean barbecue, he recommends the 24-hour New Wonjo Restaurant in Koreatown, known for serving up plates like scallion pancakes and short ribs.

Notar is eager to offer tips to those looking to explore a city's after-hours dining scene: "Look at magazines like BlackBook or food blogs like Eater and Grub Street. In my opinion, though, the best way is to ask the person that's waiting on you or the person making your drink. [They are your] best source for late-night dining and party spots."

Moving south of the Mason-Dixon Line brings just as many solid late-night options. In particular, beloved New Orleans food writer Lorin Gaudin carries a torch for late-night dining in the Big Easy. "The city stays alive virtually all the time with something incredible to see, sip, eat or experience," she says.

One of Gaudin's top picks is The Saint Bar & Lounge located in the Garden District, about 10 minutes from the French Quarter. She says the popular nightspot is "small and a

bit grungy, but that's the charm. The cocktails are standout, especially on Tiki Tuesday." Don't even think about showing up before midnight—this is the kind of place that doesn't hit its stride until 2 a.m.

In the French Quarter, locals praise the 24-hour Deja Vu Bar & Grill for its omelets and chargrilled burgers. And in the nearby Central Business District, the gourmet pizzas at Pie, Pizza & Pastas draw late-night revelers jonesing for Italian classics.

Head to one of the South's other culinary capitals, Nashville, for even more alternatives. Just a few miles from the Loews Vanderbilt Hotel, the 12South neighborhood is home to the inimitable M.L. Rose Craft Beer & Burgers. The home-style restaurant attracts new converts every day with hearty burgers, barbecue standards and gourmet waffle fries.

For a nontraditional take on

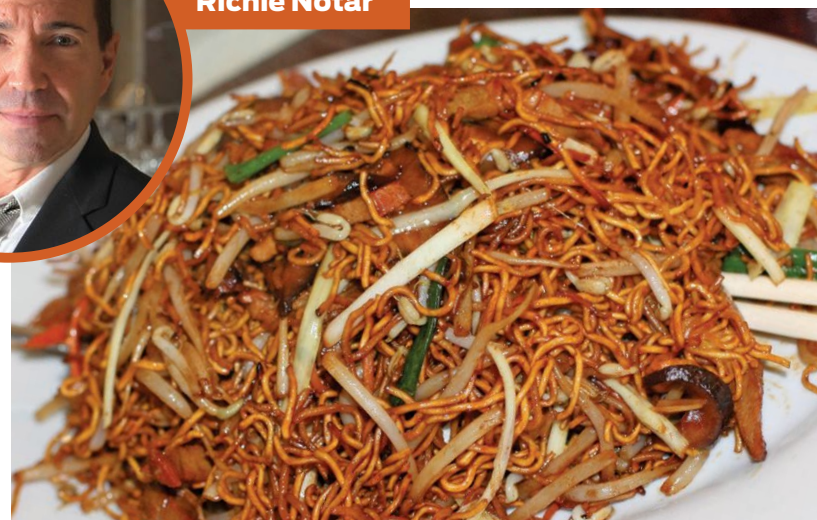
late-night entertainment, stop by Pinewood Social in hip East Nashville. The recently launched concept includes a full bar, lounge, restaurant, coffee station, event space and, coming soon, a swimming pool. Quell Southern

cravings with fried cheese curds or a pork belly salad with poached egg.

With so many temptations offered at all hours in Loews cities, staying out late never tasted so good—just plan on sticking around for breakfast, too. **L**



Richie Notar



Left: Tacos El Bronco's tacos grandes; right: pan-fried soy sauce noodles with marinated pork from Great N.Y. Noodletown

The Key to New Locks

Ramp up your routine with professional styling and restorative treatments.

BY DULCY GREGORY



The warmer months of spring and summer are a time for rebirth—ideal for updating or improving your look, and hair is one of the most important parts of the equation. Luckily, the on-site salons at Loews Hotels & Resorts understand the importance of healthy hair and are eager to help kick-start your transformation.

“[I] believe hair care is often an overlooked facet in the beauty regimen—until you lose it,” says celebrity hairstylist Julien Farel, who just celebrated the launch of his new flagship location at Loews Regency Hotel, the Julien Farel Restore Salon & Spa.

“Your hair is your co-star in life. When healthy, vibrant hair is maintained through products, haircuts or hair color, confidence will result instantly.”

Farel’s state-of-the-art salon, a key aspect of the hotel’s \$100 million renovation, combines elements of sophistication, luxury, style and wellness to provide guests with the ultimate hair care experience. So what exactly sets Farel’s salon apart from others? “Our Hair Health Spa will address common hair and scalp issues with long-term health plans including products and treatments of the highest quality,” the stylist says. “This will fuse the feeling of a spa with the results you receive

from a dermatologist’s office. We also understand that products alone are not enough, which is why we have a multidisciplinary approach to well-being that includes not just hair and skin, but also mind and body.”

At Farel’s salon, a wellness approach to hair care doesn’t involve hours spent in the stylist’s chair. Here, time-starved travelers can opt for services from the Power Beauty menu like the Power Hour, which includes a blowout, manicure and pedicure completed in under 60 minutes. Meanwhile, men can experience a sophisticated grooming experience at the salon’s full-service gentlemen’s floor, JF Men.



Farel oversaw construction of the multilevel salon.



The Julien Farel Restore Salon & Spa combines luxury with holistic wellness.



Farel's flagship outpost is just one part of a growing national trend that's treating beauty as a component of full-body wellness. Take, for example, the professional blowout. Once considered the exclusive territory of socialites and the suburban elite, the treatment has gained traction in salons across the country as more and more women request blowouts before first dates, wedding weekends, meetings and appointments with clients.

"It's really important to have salon services like the blowout, specifically in business hotels," says Jennifer Duffy, director of public relations for the Loews Santa Monica Beach Hotel in Southern California. "They're a major convenience for guests who are coming in from out of town and want to look fresh for meetings."

Salon services at the Loews Santa Monica Beach Hotel's Ocean Spa & Fitness incorporate another of-the-moment hair care trend: the use of Moroccan oil products, lauded across the industry for their ability to hydrate and repair damaged hair with argan oil and proteins. The combination of

top-notch products and craft make the Ocean Spa's professional blowout a must-have service. "Guests traveling for leisure love it too," Duffy adds. "They can come in off the beach and head straight to the salon to get ready for an evening out."

After all of those blowouts, tired hair will be crying out for a restorative deep conditioning treatment. In fact, salon professionals recommend regular deep conditioning treatments to anyone whose hair is colored or styled with heat. At the Loews Don CeSar Hotel in St. Pete Beach, Fla., you can choose from one of three deep conditioning treatments at the on-site Spa Oceana: Express, Gloss and Deluxe, all of which visibly improve the quality of the hair shaft.

"Weather changes and mechanical damage caused by heat styling can cause wear and tear on hair's strands, making [hair] less lustrous," says Jennifer Lak, sales and marketing manager at Spa Oceana. To combat the issue, Lak recommends one of the spa's nourishing Kérastase deep conditioning treatments, which "add complete

and intense nutrition as well as restore hair fiber vitality and shine from roots to ends."

Expect to see more wellness-minded hair care products and services in spas and salons across the country as the holistic trend continues to boom. Farel says that scalp health is the hair care industry's next priority; his own line of anti-aging products, Restore, is paving the way for what he calls the "scalp care category." The products are the results of merging anti-aging skin care tenets with the science of hair care and, according to Farel, Restore is becoming even more powerful this spring with the addition of innovative ingredients like stem cells.

"Just as your skin ages over time, your scalp and hair also age, losing elasticity, volume and luster," he says. "Beautiful hair starts with boosting your hair and scalp health."

"A woman's hair is like her crown," Lak adds. "It impacts how she sees herself, how she feels inside. If her hair looks good, she walks a little taller and has a spring in her step." L

Blowouts have become a popular salon service, but hair stylists recommend regular deep conditioning to keep hair hydrated and maintain color and health of the hair shaft.

Up in Arms

As statement jewelry continues to trend, bold cuffs take center stage.

BY JESSICA RAE ANDERSON

In a famous photo taken in 1977 at the Rainbow Room in Manhattan, the perennially stylish Jacqueline Kennedy Onassis can be seen arm-wrestling Muhammad Ali. But it's not the fashion icon's toothy grin, or her off-the-shoulder gown, or her embellished earrings that stand out the most—it's the hammered gold Van Cleef & Arpels cuff on her wrist. The quintessential first lady so favored the piece of jewelry that she wore it throughout the 1970s and 1980s, igniting an unprecedented fervor for cuffs among fashion's glitterati.

Today cuffs are making a comeback in a variety of shapes and unique materials. Basic wide styles can be worn on their own to create a more tailored, minimalistic look for work, while those with an experimental bent can mix and match skinnier versions. Add some instant edge to an outfit by rocking a double wrap leather cuff with oversized rivets and studded hardware, or up the ante by donning multiple metal bands in alternating widths on each wrist. Just remember to stick to the cardinal rule of accessorizing: Don't overdo it. And, whether you select a classic leather cuff, bejeweled medallion or retro-inspired resin style, be sure to make a selection that speaks to you or evokes an emotion when you wear it. **L**



▲ **Will Leather Goods** Warbler cuff of braided suede, vegetable-tanned leather, \$50, at willleathergoods.com



▲ **Odubèrs** double wrap wristband in Italian calf leather with woven suede interior, \$79, at odubers.com



▲ **Tiffany & Co.** Paloma Picasso knot bracelet in leather and sterling silver, \$375, at tiffany.com



▲ **Swarovski** Revolution cuff in stainless steel and black woven leather, \$180, at swarovski.com



▲ **Chan Luu** lace cuff with bronze Swarovski crystals, \$123, at chanluu.com



▲ **Trina Turk** gold-plated Pierced cuff, \$200, at trinaturk.com



▲ **Tory Burch** double wrap logo stud bracelet in blood orange, \$95, at toryburch.com



▲ **Cimber Designs in Jewelry** pyrite druzy cuff with natural geode stones, \$95, at cimberdesigns.com



▲ **Kevia** lacquered horn cuff in ivory, green and black, \$195, at calypsostbarth.com

Cultures Collide

Experience the “*joie de vivre*” of Montreal, Canada’s cultural capital.

SECTION BY VICKI HOGUE-DAVIES



Downtown Montreal



Europea restaurant



Les FrancoFolies de Montreal



Notre-Dame Basilica



Grand Prix weekend in Montreal kicks off with a fun, free festival on Crescent Street.

Loews Hôtel Vogue

Find comfortable, contemporary style in the 142 recently redesigned guest rooms and 16 suites at Montreal’s Loews Hôtel Vogue. The hotel’s central downtown location near shopping, restaurants, museums, nightlife and more makes it a perfect home base from which to explore the city.

“[The hotel] being a fairly small property allows us to have personalized interactions with our guests,” says concierge Olivier Leprince, who’s worked at the hotel for four years. “Taking the time to understand their needs and interests allows us to better recommend Montreal’s bests.”

Eat: Montreal is a foodie’s dream, and one of the restaurants at the top of Leprince’s list is Europea for upscale French fare. In 2013, the restaurant was invited to join Grand Tables of the World, a 142-member culinary association that celebrates the best gourmet restaurants from 23 countries around the world. Sample Europea’s innovative menus, which include dishes like lobster cream cappuccino with truffle puree and maple-infused foie gras.

“Another suggestion is Da Emma restaurant, a fine dining Italian establishment housed in the building of the first women’s prison of Canada,” Leprince says. Or, combine dinner with dancing at Buonanotte and Globe restaurants: “These two locations are well known as trendy supper clubs, where you can eat and then party the night away on Montreal’s main boulevard.” More spots for cutting a rug include Salsathèque for

Latin rhythms and Club Electric Avenue for 1980s and 1990s hits.

Shop: Retail mavens don’t have to travel too far for upscale shopping. Just across the street from the Loews Hôtel Vogue is Ogilvy department store, which offers brands like Hugo Boss, Burberry, Lacoste, Louis Vuitton, Michael Kors and more. Meanwhile, Canadian luxury department store Holt Renfrew is just two blocks away and carries designer labels like Chanel, Dolce & Gabbana, Fabergé, Gucci, Hermès, Prada and Tiffany & Co.

For a unique shopping experience, Leprince recommends traveling to Laurier Avenue West for designer clothing boutiques and Saint-Laurent Boulevard for eclectic stores specializing in art pieces and home furnishings.

Play: “Montreal is very special because you can enjoy all sorts of activities all year round,” Leprince says. “If

you like music, sports, circuses, arts, dance or nature, you’ll find something to meet your need.”

If live music is what you’re looking for, check out Les FrancoFolies de Montreal (June 13-21), an annual open-air festival that spotlights more than 1,000 French language performers, or the Montreal International Jazz Festival (June 26 - July 6), which is slated to feature performers ranging from Michael Bublé to Ben Harper to Buddy Guy.

Satisfy your need for speed during Formula 1’s Grand Prix weekend (June 6-9) held at Gilles Villeneuve Circuit. Looking to let loose? The Just for Laughs festival (July 12-31) is an ode to all things comedy and attracts top performers like Amy Poehler, Eddie Izzard and Sarah Silverman.

At the other end of the spectrum, Old Montreal should be a stop on everyone’s list. Leprince recommends visiting the centuries-old Notre-Dame Basilica and witnessing the “And Then There Was Light” sound and light show, which uses modern technology to showcase the basilica’s history, culture and architecture. Dating back to the early 1600s, this area of the city is one of the oldest urban areas in North America and is sure to take visitors on a fascinating trip back in time.

Theme Park Thrills

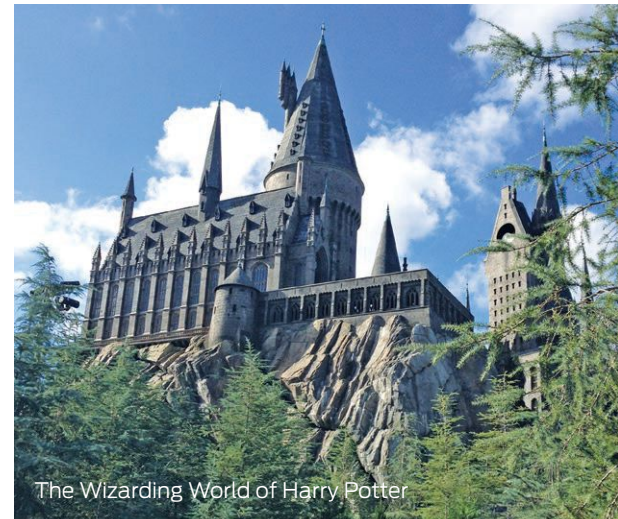
Discover a world of entertainment and adventure in vibrant Orlando.



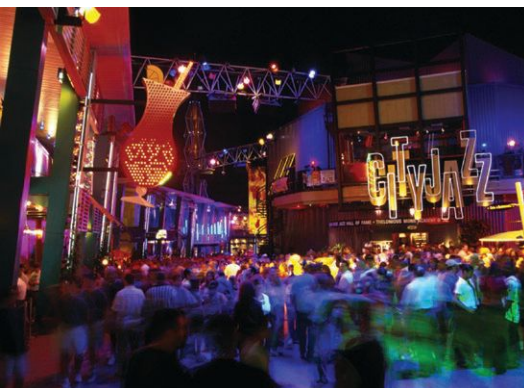
Loews Portofino Bay Hotel



Emeril's Orlando



The Wizarding World of Harry Potter



Universal CityWalk will expand this summer with eight new restaurants and entertainment venues.

Loews Portofino Bay Hotel

Florida's Universal Studios Orlando brims with exciting activities for guests of all ages. From its theme parks to its restaurants and after-hours fun, there's always something to see and do in the heart of the Sunshine State. Concierge Megan Labbe helps guests at Loews Portofino Bay Hotel experience all that the resort and Orlando have to offer.

"This hotel is very special to me because growing up, my family and I vacationed here and I recall all of the great family memories and the spectacular service we enjoyed," she says. "I never imagined I would work here one day, but here I am. I adore coming to work and helping our guests make memories."

Eat: Great days start with great meals, and Labbe is happy to share some of Universal Orlando's top dining spots.

At Loews Portofino Bay Hotel, guests can enjoy Bice Ristorante's gourmet Italian cuisine. The restaurant prepares handmade pastas, fresh salads, fish and meat dishes and, of course, delectable desserts like tiramisu and gelato. Nearby, Labbe adds, "Loews Royal Pacific Resort here at Universal Orlando features Emeril's Tchoup Chop, which is a unique and exotic dining experience through the Pacific seas."

"Universal CityWalk is home to many restaurants," she continues. "Emeril's Orlando is a 'must-eat.'" The

restaurant's high-energy atmosphere and exciting menu choices bring a little New Orleans spice to the City Beautiful.

Shop: Labbe describes the stores at Universal CityWalk as perfect for all-inclusive shopping, and in particular recommends the several outlets that are unique to the area. "Fresh Produce specializes in women's apparel and accessories that feature vibrant colors from designers such as Vera Bradley, FitFlop and Crocs," she says. She also recommends Piq, a shop that's filled with playful gifts, toys and household items.

For more intimate, boutique-style shopping, she sends guests to Park Avenue in Winter Park, a retail nirvana

featuring more than 140 boutiques, cafes, museums and leisure hot spots like Mead Botanical Garden and The Winter Park Playhouse.

Play: Both kids and adults can enjoy activities at Universal CityWalk, including a miniature golf course, nightclubs and a movie theater. "Hollywood Drive-In Golf is open until 2 a.m., offering late-night fun for the family," Labbe says. "Rising Star, which is one of my favorite nightclubs, invites guests to take the stage and perform their favorite songs. It's famous for its karaoke, backup singers and live bands. Best of all, at the end of the night you can hop on the complimentary water taxi and head back to Loews Portofino Bay Hotel."

This summer, Universal CityWalk plans to unveil an impressive eight restaurants and venues, and the resort's existing Wizarding World of Harry Potter park will debut a Diagon Alley-themed attraction, bringing more of the fantastic places and experiences of the beloved book series to life and adding new magic to an area already known for letting imaginations run wild.

Fun in the Sun

Picture-perfect beaches, rich culture and colorful history define dazzling St. Petersburg.



St. Petersburg's Dalí Museum is home to the largest collection of Salvador Dalí's work outside Europe.

Loews Don CeSar Hotel

Originally built in 1928, the Loews Don CeSar Hotel is a landmark property on the white sands of Florida's coast. The iconic hotel's prime location makes exploring the history of surrounding St. Petersburg a fun-filled adventure, and concierge Christina Spencer, a member of the prestigious Les Clefs d'Or USA (the U.S. branch of the international organization of professional hotel concierges), looks forward to leading you through a tour of this legendary resort and its host city.

"I'm a resident on the island and live on the beach just north of the hotel," she says. "I love this area and like to share information about it."

Eat: Fresh seafood is a staple in cities on the Gulf Coast, and St. Pete Beach is no exception. Spencer recommends the hotel's signature restaurant, the AAA Four Diamond Maritana Grille. "It offers the very best seafood in the area," she says. The restaurant, which was voted one of the top 10 seafood restaurants in the U.S. by Gayot, features a raw bar, seasonal fish prepared to the diner's preference and an extensive wine list.

One of the most popular seafood restaurants in St. Pete Beach is Snapper's Sea Grill, which offers a spread of surf and turf classics. Fifteen minutes away, seafood with a casual twist can be found at Walt's Fish Shak, where the day's catch is written on a chalkboard menu.

Shop: You can find an ever-changing selection of specialty items at Shoppes at the Don. According to Spencer, "They have gifts, jewelry, clothing for children, men and women, and an impressive bathing attire shop."

For boutiques and galleries with a local flavor, stop by St. Pete Beach's two historic districts, Corey Avenue and Eighth Avenue. "Two blocks south of the hotel is Nancy Markoe [Fine American Crafts] Gallery, which carries the works of 500 American artists and craftsmen," Spencer says. "Or, head to Gulfport for breakfast and stroll their eclectic shops. On Tuesdays, their outdoor market is in full swing with about 100 vendors selling produce, art, jewelry and prepared foods."

Play: Culture buffs should stop by St. Petersburg's museums, which cover everything from surrealism to contemporary crafts. "The Dalí [Museum] is most notable, but don't miss Chihuly [Collection at the Morean Arts Center], the Museum of Fine Arts and the St. Petersburg Museum of History," Spencer says.

For some fresh air, venture out to Fort De Soto Park, located just minutes from the hotel. "It houses acres of walking trails, picnic areas, a fishing pier, a dog beach and a play area," Spencer says. "You can rent a kayak or take a ferry out to Egmont Key to see the ruins of Fort Dade, the working lighthouse and the native gopher tortoises."

St. Petersburg is well known for its annual events like the Firestone Grand Prix (March 28-30), which features not only high-speed races, but also games, exhibits and multiple beer gardens. Beach Goes Pops (April 4-5) stages live concerts on the sand for a weekend of spectacular sounds, and the Mainsail Art Festival (April 19-20) showcases the work of more than 200 local artists along the waterfront. The diverse events, green spaces and attractions make the beach destination a coastal paradise.

Rhythm and Soul

Kick up your heels in Nashville, the country music capital, for a dose of Southern flair.



Loews Vanderbilt Hotel



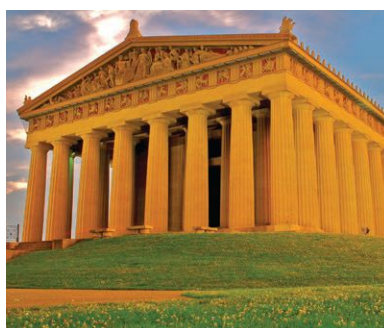
Country Music Hall of Fame



Husk restaurant



Lucchese



The Parthenon in Centennial Park, the largest full-scale reproduction of the Greek Parthenon worldwide

Loews Vanderbilt Hotel

For Southern hospitality with a country twang, a visit to Nashville, Tenn., should be on every traveler's bucket list. Music, history and great food characterize this town in the heart of Dixie. Born and raised in Nashville, VIP & Concierge Manager Emily Sledge has the inside scoop on everything you'll want to add to your itinerary.

"I've been around this building nearly my whole life," she says about the Loews Vanderbilt Hotel. "I really enjoy adding something special to every guest's stay here."

Eat: "We have so many fine restaurants," Sledge says. And that's an understatement: According to Bon Appétit magazine, Nashville even boasts the No. 3 new restaurant in the country, Rolf and Daughters, which is housed in a 100-year-old factory in Germantown and serves Mediterranean and Northern Italian dishes reimaged with a Southern twist.

Sledge recommends Mason's, the hotel's on-site Southern brasserie that's risen to prominence under the direction of award-winning chef Brandon Frohne. Husk restaurant in the heart of downtown also shouldn't be missed; the Southern-style eatery is a project of James Beard Award-winning chef Sean Brock, who takes pride in using local and artisanal ingredients.

For lighter fare like appetizers and salads, Sledge suggests the Bluebird Cafe, where country music stars like John Prine, LeAnn Rimes and Garth

Brooks have all performed acoustic sets in between bites of smoked pork sandwiches and other regional delicacies. Another local hot spot, Tootsie's Orchid Lounge, serves up hearty bar food with a side of continuous live music.

Shop: The Mall at Green Hills is Nashville's largest retail playground and features anchor stores like Nordstrom and Macy's as well as designer and specialty shops. For a retro-inspired experience, stop by Hillsboro Village, roughly a mile from the hotel and home to blocks of kitschy boutiques and cafes.

Looking for an authentic Southern accessory? Head no farther than Imogene + Willie for personalized denim or Lucchese for handmade boots. "Blue jeans and cowboy boots are things that people who come here want to go home with," Sledge says. "[At Lucchese] there are all kinds of top-of-the-line boots, and you can also meet with their designer and create custom cowboy boots."

Play: Nashville may be famous for its musical heritage, but the city also has a rich Civil War history. "Many people come here because they're history buffs," Sledge says. She suggests a trip to nearby Franklin to see the preserved battlefield where the Battle of Franklin was fought in 1864; the historic fight decimated the Army of Tennessee, leaving thousands dead on both sides of the political divide.

Another cultural highlight is the world's only full-scale reproduction of the Greek Parthenon located in Nashville's Centennial Park. "It's one of those things you have to see when you come to Nashville," Sledge says. "It houses our city's art museum."

Of course, Sledge and the Loews Vanderbilt Hotel remain faithful to the music that put the city on the map. One must-see is the Ryman Auditorium, a 2,362-seat venue that dates back to 1892 and originally hosted the Grand Ole Opry. In addition, Sledge says, "We always suggest that people go see the Country Music Hall of Fame and Museum, since we are, of course, the country music capital of the world." The museum houses thousands of artifacts and photographs from music history, including a gold Cadillac belonging to the King himself, Elvis Presley. ■

TWO HISTORICAL PRESIDENTS, TWO GREAT RESTAURANTS

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In Bloom

Treat your senses to a bouquet of fresh air and spring flowers.

BY MONICA POLING

Washington, D.C.

FESTIVE TRADITION

National Cherry Blossom Festival:

The quintessential spring flower experience is the largest spectator event in Washington, D.C. A two-hour parade is the highlight, but there are plenty of out-of-the-way settings to enjoy a more Zen-like ambience, like the U.S. National Arboretum, which houses some 200 varieties of cherry trees.

For fun you can taste, guided tours offered by DC Metro Food Tours explore the history and architecture of local neighborhoods while making stops at area eateries. The Official Cherry Blossom Food Tour features cherry-based bites and recipes inspired by Japanese cuisine. (nationalcherryblossomfestival.org)



Tucson, Ariz.

DESERT PANORAMA

Tucson Botanical Gardens:

With its distinctive Southwestern vistas, Tucson is home to flora that's completely unique to Arizona's desert lands. At the Tucson Botanical Gardens, originally a private home, 17 themed gardens are scaled to residential size, providing an intimate experience. Gardens here feature a distinctive regional flair and include Aloe Alley, the Native American Crops Garden and specific areas for cacti and succulents.

Also in Tucson, Loews Ventana Canyon is surrounded by scenic desert landscapes that are particularly colorful in spring, when eager wildflowers burst onto the scene. A half-mile paved nature trail features more than 200 signs identifying the area's indigenous plants and animals and includes an 80-foot waterfall and a butterfly garden. (tucsonbotanical.org)



Atlanta

SOUTHERN BOTANICAL

Atlanta Botanical Garden:

One of the last remaining urban forests in Atlanta, Storz Woods makes up nearly half of the Atlanta Botanical Garden. The woods, which include a variety of hardwood trees such as maple, oak, black cherry, hackberry and flowering dogwood, are best viewed from above, along the 40-foot-high Canopy Walk.

The Atlanta Botanical Garden is also the only botanical garden in the United States to employ an "amphibian conservation coordinator." Meet rare and endangered frogs under the coordinator's watch every Saturday at 11 a.m., when the conservatory team feeds them while answering questions from visitors. (atlantabotanicalgarden.org)



Montreal

ECO EXPERIENCE

Montreal Botanical Garden:

Known as one of the greatest botanical gardens in the world, the Montreal Botanical Garden features 20 themed gardens and more than 22,000 plant species. The adjacent Biodome gives guests glimpses of multiple North American ecosystems, such as a northern maple forest, the cold estuary waters of the Gulf of St. Lawrence and the subarctic climate of the Labrador coast.

Inside the botanical garden, the First Nations Garden provides guided tours and is home to more than 300 different plant species and 5,000 trees, shrubs and grasses. Inspired by Native American and Inuit cultures, the garden showcases activities related to the plant world, including gathering food and medicinal plants. (espacepourlavie.ca/en/botanical-garden)



San Diego

COMING UP ROSES

Coronado Flower Show:

The largest tented flower show in the United States, this eagerly anticipated annual event celebrates its 89th anniversary this year. In addition to assessing the dazzling floral arrangements on display at Coronado's Spreckels Park, show judges visit more than 5,000 homes throughout the area and award the top residential gardens trophies and ribbons during the event. Food, a beer garden and live entertainment round out the festivities.

While in Coronado, head to Silver Strand State Beach, which showcases a variety of local plant life as well as sand dollars, snowy plovers and California's famed grunion fish. Every Sunday, guests of nearby Loews Coronado Bay can enjoy complimentary guide-led nature walks to learn about the habitats of the coastal area and the many creatures who call them home. (coronadoflowershow.com)



New Orleans

GREAT ESCAPE

Couturie Forest:

One of the oldest urban parks in the country, New Orleans City Park has been in operation since 1854 and provides a base for the 12-acre New Orleans Botanical Garden as well as the 60-acre Couturie Forest. The forest, made up of eight distinct ecosystems, is set on New Orleans' highest elevation—43 feet above sea level—and is the perfect spot to view native trees, waterways and wildlife, including fish and more than 40 species of birds.

After touring the gardens, glide through City Park's beautiful bayous and lagoons on board the Bella Mae, an authentic Venetian gondola. The romantic tour includes cheese and crackers, chilled Champagne and live music upon request. (neworleanscitypark.com)





The new Fiat 500L

VIVA *Italia*

Agile, compact and environmentally friendly, the Fiat 500 continues to excite and please modern drivers nearly 60 years after the original model turned heads in Italy.

BY BRIA BALLIET

One of the first players in the automobile industry, Fiat has expertly navigated a winding road. From the founding of the company in 1899 to the recent unveiling of its award-winning 500 model, Fiat has grown to become synonymous with modern, sleek, Italian design. With exciting new cars and innovative technology, the company has solidified its role as a premier example of European styling.

Fiat had been making vehicles for more than 50 years when the Nuova 500 (the first model in the 500 series) was released in 1957. This model launched the brand back into prominence after a hiatus during World War II, and set the course for a string of advancements and improvements including increased space and better gas mileage. Its compact design helped drivers navigate the narrow Italian streets with ease, but unlike the scooter—the most popular mode of transportation

at the time—it also left room for storage.

Several subsequent models—the 500 Sport, 500D and 500F—cemented the Fiat 500's success and reflected the brand's evolution over the next decade. In 1968 the 500L, or Lusso, was released. Aimed at a luxury market, the Lusso revealed updates like chrome detailing, quilted leather seats and improved fuel economy, and was sold at a higher price point.

Viewed as the proverbial swan song of the series, only one other 500 model



2014 Fiat 500c

was released after the Lusso, the 500R. Almost 3.9 million examples of the historic 500 model were built before the car was taken off the market in 1975.

Fifty years after Fiat first introduced the 500, the release of the new Fiat 500 in 2007 marked a new era for the brand. Fresh, sporty, luxurious and a bit nostalgic, the new 500 was an immediate hit when it entered European markets that year. In an age of environmentally conscious vehicles, Fiat combined iconic Italian style with speed, agility and higher gas mileage, something that popular hybrid models hadn't yet achieved.

Three years later, in 2010, the Fiat 500 launched the return of the brand in North America and became an international

sensation. The Fiat Cinquecento (500) Prima Edizione epitomized classic Italian design and featured modern safety and quality standards, seamlessly blending old and new. The editions that followed have maintained this vision while expanding options to appeal to drivers' needs. The 500L has also made its return, still providing Italian refinement and increased functionality. With four doors and seating for five, the model has remained true to its roots without sacrificing a key aspect—being fun to drive.

Always evolving, Fiat will undoubtedly continue to make groundbreaking advancements in technology and design to the delight of auto fans. And, this time around, the 500 is here to stay. **L**

Turn Your Stay Into Go

As one of the freshest and most approachable brands in the automobile industry, it was only natural for Fiat to partner with the equally welcoming Loews Hotels & Resorts. The meeting of the two brands means that guests of Loews will now be able to experience several exciting benefits during their stays at select properties across North America.

Exclusive Perks

The services first launched in five Loews destinations—Santa Monica, Hollywood, New York, Washington, D.C., and Miami Beach.

Be Our Guest

The guest programs include a free livery service featuring two of the all-new Fiat 500L models. This service will allow guests to experience the Italian styling and excitement of Fiat vehicles as they're escorted through some of the world's most breathtaking cities.

Need for Speed

Guests of Loews Santa Monica Beach Hotel, Loews Hollywood Hotel and Loews Miami Beach Hotel will be able to enjoy complimentary test drives of the new 500L and the 500 Cabrio. Guests of Loews Santa Monica Beach Hotel will also be able to test drive the all-electric 500e.

Shaping an Icon

These models from the Fiat 500's original 18-year run were instrumental in shaping the brand:



Nuova Fiat 500
(1957)



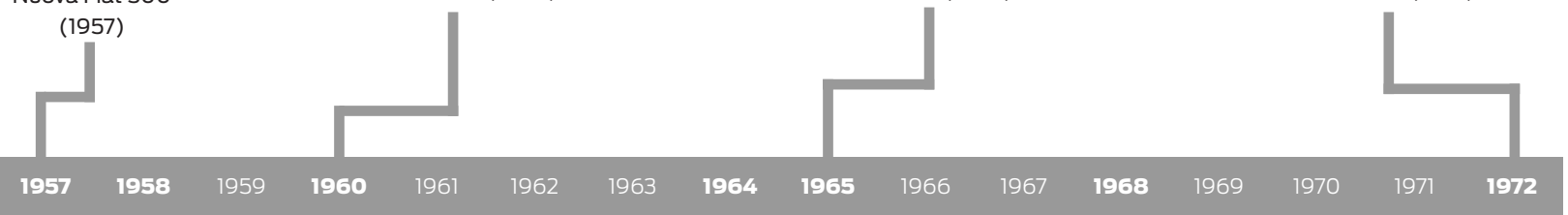
Fiat 500K (1960)



Fiat 500F (1965)



Fiat 500R (1972)



Fiat 500 Sport (1958)



Fiat 500D (1960)



Fiat 500 Abarth (1964)



Fiat 500L (1968)



Water WONDERLANDS

Loews Hotels & Resorts make a splash with gorgeous pools and luxurious poolside amenities.

BY DAMON M. BANKS

From extravagant rooftops to decks that open up right onto sandy beaches, some of the hottest spots this summer are also the best places to cool down. Rarely do travelers choose to visit a hotel just for the pool, but many Loews Hotels & Resorts are giving guests reasons to rethink the importance of what was once considered an add-on to the rooms in which they lay their heads. With delightful poolside amenities, tasty treats and gorgeous environments conducive to both active fun and relaxation, these five properties in particular guarantee memorable, splash-worthy pool experiences.

Star Treatment

Loews Hollywood Hotel at the expansive Hollywood & Highland Center puts you in the center of the action. The complex features seemingly endless places to shop and eat—plus, you can imagine yourself walking the red carpet at the adjacent Dolby Theatre, home of the Academy Awards. Also at Hollywood & Highland is the TCL Chinese Theatre (formerly Grauman's Chinese Theatre and Mann's Chinese Theater), which lures film buffs with its forecourt of celebrity handprints, footprints and signatures forged in concrete for posterity.



While all of that activity buzzes just outside Loews Hollywood Hotel, peace and quiet await at the hotel's rooftop pool and deck. The relaxing oasis towers above the bustling intersection of Hollywood Boulevard and Highland Avenue, making you feel like you're a world away from the commotion found on the streets just below.

Here, you can relax, sit back and enjoy the California sunshine while looking out on the towering Babylonian arch inspired by D.W. Griffith's 1916 film "Intolerance"—a whimsical piece of architecture built to the full scale of the silent epic's original set. To the other side of the pool, views of the Hollywood Hills and the Hollywood sign remind you that you're in the showbiz capital of the world. Of course, the movie star experience wouldn't be complete without the private cabanas that flank the pool—exclusive, shaded spots where guests can savor gourmet snacks and beverages provided by Wolfgang Puck. And just when you think you've reached the pinnacle of relaxation, it gets even better—the pool also features direct access to the hotel's on-site exhale spa, which offers signature facials, body scrubs, fitness classes and other services that would make anyone feel like a celebrity, or at least happy to strut their stuff in a swimsuit high above Hollywood and Highland.



Loews Miami Beach Hotel

Private Paradise

Situated in the heart of Miami's South Beach and directly overlooking the Atlantic Ocean, the Loews Miami Beach Hotel is perfect for travelers and staycationers looking for a bit of this and a bit of that: There are programs dedicated to kids and families, the Elemis Spa, casual and fine dining restaurants, 24-hour in-room dining service and a coffee bar for quick snacks and pick-me-ups. With soft sand and warm ocean waters beckoning just outside the hotel's doors, you might wonder exactly why guests choose to lounge by the pool at all. Spend just a moment poolside, however, and you're sure to understand its magnetic appeal.

St. Tropez-inspired cabanas and daybeds at SOAK at the Loews Miami Beach Hotel combine comfort with the luxury of exclusivity. Amenities like tanning oils, magazines, Cuban coffee, after-sun products, fresh fruit and signature mojito carts are on hand to enhance the experience. SOAK's eight cabanas and eight daybeds have become some of the most coveted seats in Miami Beach since their debut in 2012, so make your reservations as early as possible to secure your personal retreat in this poolside oasis.

"Our goal has always been to create a pool experience that is unique, innovative and fun for all ages," says Brian Harter, food and beverage area

manager for SOAK. "We want our guests to feel pampered and spoiled as they are soaking up the South Florida sun, while also enjoying a uniquely local and one-of-a-kind pool experience that caters to everyone's needs."

South Sea Style

The vibrant colors and opulence of the South Pacific envelop guests of the Loews Royal Pacific Resort at Universal Orlando. Balancing elegance with imagination, the resort's lagoon-style swimming pool is designed with both adults and children in mind: The Royal Bali Sea interactive water play area—resembling an ocean liner and complete with water cannons—provides a lively place for kids to splash. Two hot tubs and private cabanas with ceiling fans, phones, TVs and refrigerators are shady hideaways for those looking for a place to recline in style. Best of all, once the kids have worked up an appetite or the adults have grown famished from all the relaxation, the whole family can find something to eat or sip on from the poolside Bula Bar & Grille, a tropical-themed eatery with a casual vibe.

You'll need that energy—to ensure that the pool is more than just a place for getting a tan and splashing around, the Loews Royal Pacific also organizes activities like pingpong tournaments, pool basketball, arts and crafts, and "dive-in" movies for both kids and kids at heart.



Loews Royal Pacific Resort at Universal Orlando



Loews Don CeSar Hotel



Sun and Swim in Santa Monica

An ideal beach getaway that's just close enough to the action of the rest of Los Angeles, the Loews Santa Monica Beach Hotel serves up laid-back comfort and chic beachside style, and the property's oceanfront pool is

no exception to the rule.

"The expansive pool and lounge area has breathtaking daytime views of the Pacific Ocean and beach," says Jennifer Duffy, director of public relations for the hotel. "After dark, the views light up with front-row views of the Santa Monica Pier, including the solar-powered Ferris wheel." A poolside restaurant, Blue Streak, is even named in honor of the historic roller coaster that was once a staple of the pier's amusement park, Pacific Park, in the early 1900s.

The seaside haven also includes a hot tub nestled at the north end of the pool and allows direct access to the newly refreshed Ocean Spa and Fitness. But you don't need to stray too far for pampering—the pool concierge can help enhance your experience, whether by bringing you edible goodies and chilled hand towels, delivering an Evian mist or finding out what nearby art shows or music events are coming up. You don't even have to leave the comfort of your chaise lounge.

Thanks to dramatic, cozy fire pits and poolside dining on the lower deck, the Loews Santa Monica Beach Hotel pool continues to be a star attraction even



Loews Santa Monica Beach Hotel

Pool Toys

The following playthings are perfect for pool time:

Bose QuietComfort 3 Acoustic Noise Cancelling headphones,

\$350, at bose.com:

Bose's products still lead the pack for noise cancelling and overall audio quality after all these years, and the newest generation of headphones provides the same patented technology in a more compact design. Enjoy 25 hours of use per battery charge without anyone at the pool disturbing your moments of solitude.



LifeProof Nüüd Apple iPad case,

\$130, at lifeproof.com:

A waterproof and shockproof solution with eight levels of protection, this case also uses Nüüd technology to prevent having anything between you and your iPad screen. For peace of mind and long-term durability, this is a must-have for pool season.



Panasonic Lumix TS5,

\$350, at panasonic.com:

A clear winner among critics as the ultimate consumer camera for adventure-seekers, or, in this case, poolside sun-seekers, Panasonic's Lumix TS5 is shock-resistant and waterproof. Available in several colors, the camera features wide-angle, zoom and video options that make it ideal for capturing your spring and summer memories.



when the sun goes down—a quintessential LA experience that can't be missed.

Pink Palace Pools

Florida's very own "Pink Palace," otherwise known as the Loews Don CeSar Hotel, has been a premier playground on the Gulf of Mexico since the Roaring '20s; it's the kind of place where you can imagine parties straight out of "The Great Gatsby" taking place. This rich history has been expertly preserved, and recent updates make the hotel a charming getaway any time of year. Surprises await at every turn when exploring the resort, like the serene environment of Spa Oceana's Whisper Lounge, the delicious cocktails made with fresh ingredients at the intimate Lobby Bar and the rooftop overlooking the St. Pete Beach surf.

Even more pleasant surprises can be found at the hotel's two heated pools, set against the backdrop of the beach. "Not only do our guests get to enjoy the pool deck, but also the expansive views overlooking the Gulf of Mexico," says Jim Caul, director of sales and marketing for the hotel. "When you step off the pool deck, your feet hit the powder-white sand of St. Pete Beach and [you're] only steps away from the crystal blue water."

One of the pools features an underwater stereo system, and both host numerous poolside activities and games to make the most of the picturesque environment. Guests can take in a sunset while surrounded by palm trees, or indulge in complimentary treats while lounging in upgraded pool chairs under umbrellas—a setup fit for Gatsby himself. **L**

ATLANTA: HOME *of the* BRAVE

First baseman Freddie Freeman shares his favorite ways to spend a day in the ATL.

BY RACHEL ROBERTS QUARTARONE

Although he's only been an Atlanta Brave for three years, Freddie Freeman already seems like a seasoned vet. The young first baseman, now just 24 years old, burst onto the Atlanta scene in 2010 when he first got the call up to the big league.

He grew up in Southern California and still thinks of himself as a "California boy," but after three years in Atlanta, Georgia has become very much a part of him. He now makes his home in the northern suburbs with his fiancée, and while he returns to the Golden State often to visit family, he loves his new Southern home. "Atlanta is very laid-back and fits my personality perfectly," he says. "I love the Southern

hospitality." And, as a testament to the fact that the city and its residents have earned a place in his heart, Freeman signed an eight-year contract extension with the Braves in February, the longest contract in the franchise's history.

Standing at an imposing 6 feet 5 inches and equipped with a powerful swing, Freeman is a force that opposing pitchers simply can't ignore. He's also earned the adoration of fans with his friendly attitude and propensity for giving his teammates big hugs in the dugout. "I've always been a hugger," he says. Fans can often be seen at games holding up signs asking for hugs, and if you ever run into Freeman around Atlanta, chances are he'd be happy to oblige.

On the Ball

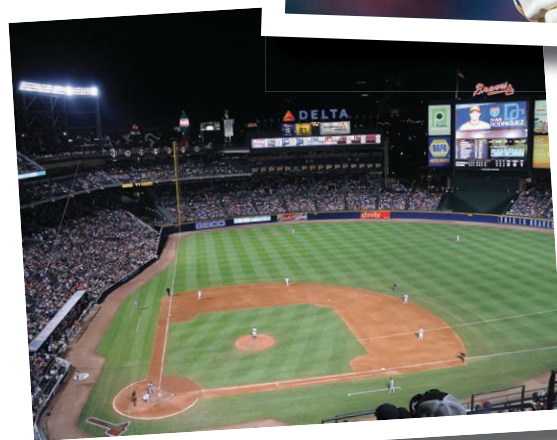
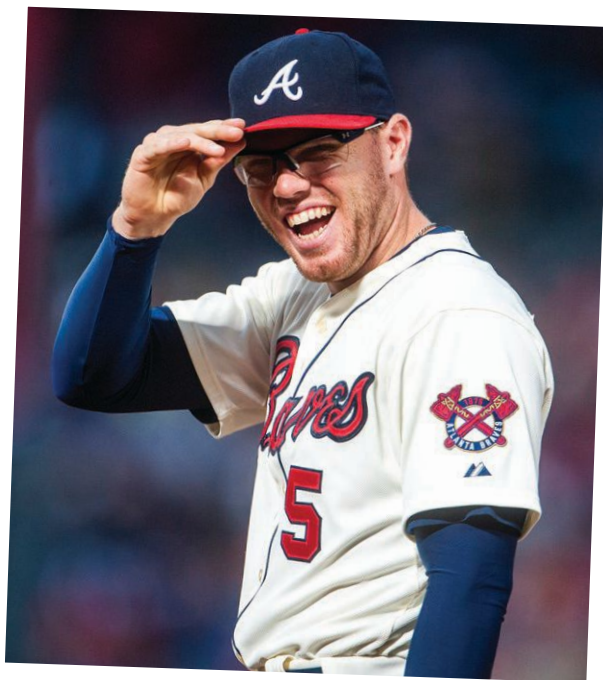
From March through October, Freeman is all about work and very little play—except for baseball, of course. "During the season, I'm pretty lame," he jokes. On game days, he sleeps in as late as

possible before heading to Turner Field around 1:30 p.m. for an evening game.

He eats the same thing every day for lunch: a bison burger prepared by the team's chef. "It's really not out of superstition; I just like it," he explains. Then he sets out for batting practice and gets warmed up for the game. After playing hard and hopefully winning, Freeman heads back to the clubhouse to shower and relax. "We have a media room and several of us will eat, hang out and wind down a bit."

When Freeman gets home—usually late—he relaxes with some TV. "With the adrenaline still pumping after the game, it's really hard to go to sleep," he says. But he does eventually get some shut-eye, and then it's time to get up and do it all over again.

During the off-season, Freeman focuses on staying sharp for the game. One reason he chose to live in the area year-round is so that he could work out with his teammates, and he usually meets up with Dan Uggla,



The Atlanta Braves will play at Turner Field (pictured) until 2017, when they plan to relocate to a new stadium northwest of Atlanta.



Centennial Olympic Park hosts millions of visitors a year and remains one of Freddie Freeman's favorite places in Atlanta to enjoy with friends and family.

Freeman's favorite pastimes include supporting Atlanta's NFL team, the Falcons.



Philips Arena is the home of the Atlanta Hawks, but also hosts concerts and other events.



Freddie Freeman's Picks

Lenox Square (simon.com/mall/lenox-square)
 Phipps Plaza (simon.com/mall/hipps-plaza)
 Twist (h2sr.com/twist)
 Bone's Restaurant (bonesrestaurant.com)
 Atlanta Falcons (atlantafalcons.com)
 Atlanta Hawks (atlantahawks.com)
 Centennial Olympic Park (centennialpark.com)
 Georgia Aquarium (georgiaaquarium.org)
 World of Coca-Cola (worldofcoca-cola.com)



World of Coca-Cola



Georgia Aquarium

Jonny Venters, Kris Medlen and other Braves at a private gym to exercise midmorning. They typically spend the afternoon hitting before Freeman returns home to decompress.

Out and About

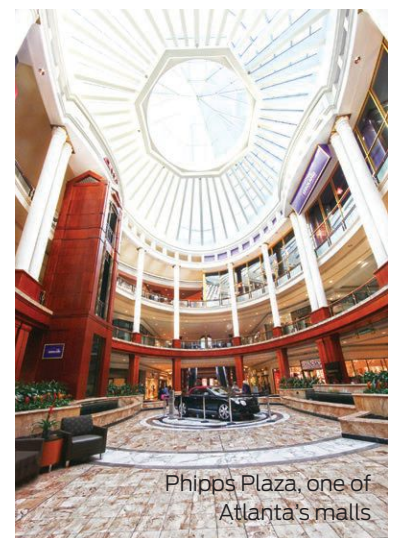
In the rare moments that Freeman doesn't have baseball on the brain, he likes to travel to Buckhead for a little shopping and dining. He lived in Buckhead when he first moved to Atlanta, so the neighborhood feels like home. With two major malls across the street from each other—Lenox Square and Phipps Plaza—Buckhead is a retail hot spot with shopping and dining options to suit every budget. "We love to make a day of it," he says. "We'll shop, have lunch at Twist, do some more shopping, and then have a nice dinner at Bone's." Conveniently

located at Phipps Plaza, Twist's contemporary and casual atmosphere is a local favorite for tapas and sushi. Bone's Restaurant is just 1 mile down Peachtree Street off of Piedmont Road; the old-fashioned, fine dining steakhouse has been around since 1979 and is considered one of the country's best.

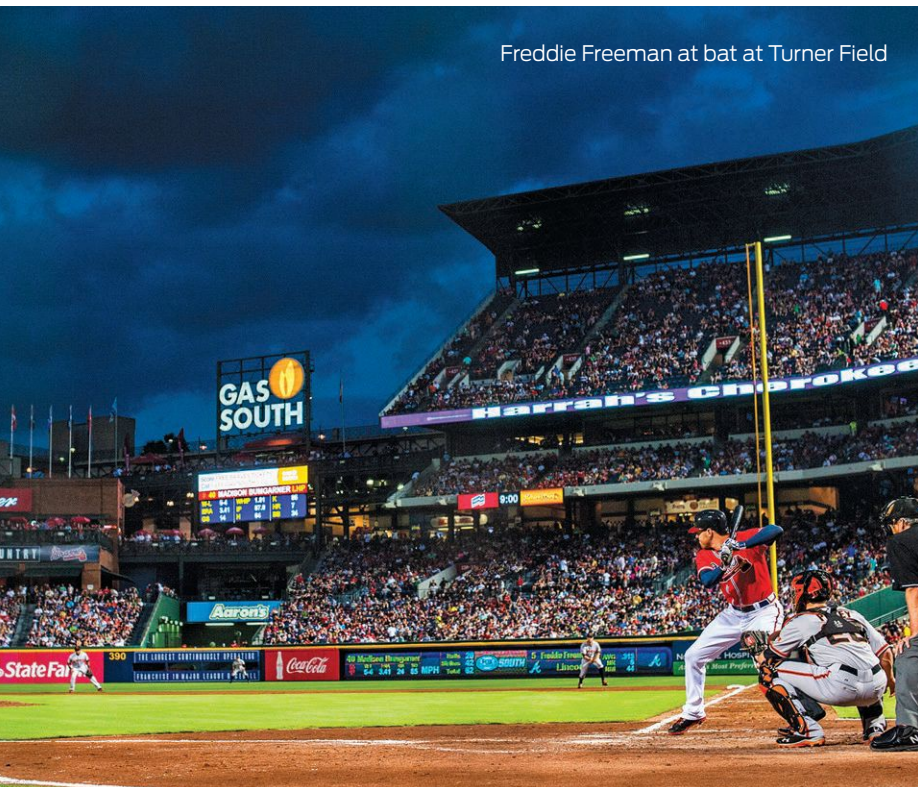
Back at Phipps Plaza, Freeman and his fiancée check out department stores like Nordstrom and Saks Fifth Avenue. While at Lenox Square, the Californian in Freeman has a hard time passing up the Vans footwear outpost, and the athlete in him can't resist checking into the sporting goods shops like Champs Sports for some gear from one of his sponsors, Under Armour.

When Freeman has family and friends visiting from out of town, he likes to show off downtown Atlanta.

His favorite activities involve sports, naturally—whether it's cheering on the Atlanta Falcons at the Georgia Dome or catching the Hawks as they run the court at Philips Arena. In the realm of non-sports activities, he also likes to stroll around Centennial Olympic Park, where he and his family and friends can take in views of downtown, including landmarks like the CNN Center and Georgia World Congress Center. Freeman explains that he enjoys trips to the Georgia Aquarium, located just north of the park, for its fascinating collection of marine life. Also nearby is the World of Coca-Cola, which he visits on occasion. "Coca-Cola is just one of those Atlanta icons," he says. "[The World of Coca-Cola] is just one of those places you can go to multiple times and still enjoy."



Phipps Plaza, one of Atlanta's malls



Freddie Freeman at bat at Turner Field

PROPERTY OF POUYA DIANAT AND ATLANTA BRAVES

Out to the Ballgame

While in Atlanta, catch Freddie Freeman and the rest of the Braves in action downtown at Turner Field (atlantabraves.com). There's plenty to do inside the venue in addition to catching a game: The Ivan Allen Jr. Braves Museum & Hall of Fame is open daily, even during the off-season and when the Braves are out of town, and guided tours of the stadium are also available with advance reservations.

Turner Field also hosts some of baseball's best bites on game days. Get in line early at H&F Burger, popularized by renowned Atlanta chef Linton Hopkins. The eatery's signature Holeman & Finch burger was once only available after 10 p.m. (officially called "burger time") at Hopkins' Holeman & Finch Public House. Now you can get your hands on one of the legendary two-patty burgers any day the Braves are playing a home game. Hungry spectators can also opt for one of chef Kevin Rathbun's decadent steak sandwiches at Kevin Rathbun Steak in section 205, or stop by the Waffle House, a ritual for many a superstitious Braves fan—not only are the breakfast items tasty, but the Braves went on a 14-game winning streak in the 2013 season that started the day the Turner Field Waffle House opened, making fans believe the sacred syrup spot is a lucky charm.

A Brave New Season

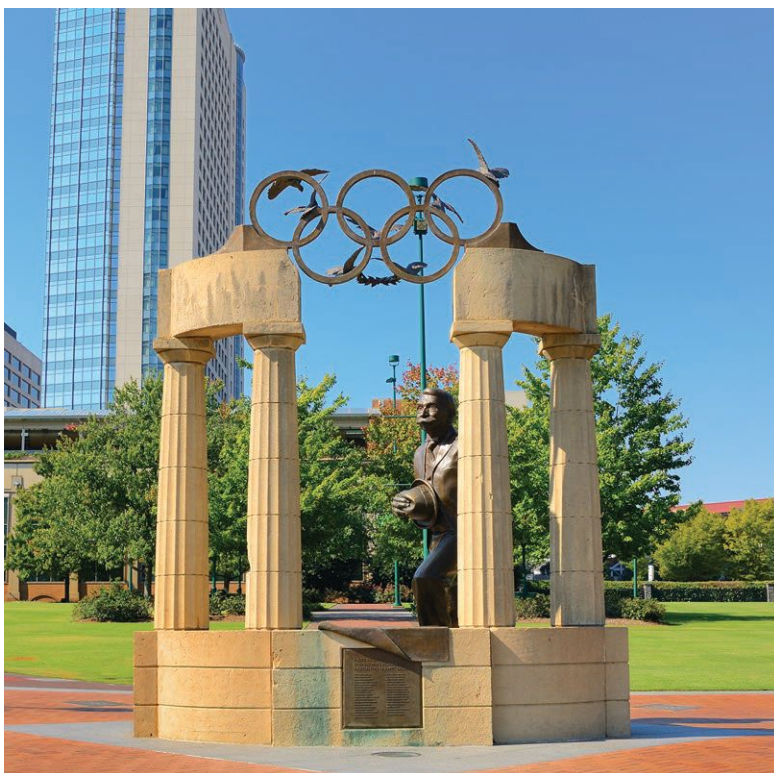
In the spring, Freeman's attention is fully trained on helping to bring another winning baseball season to Atlanta. "This season is going to be different with some of our veterans [Brian McCann and Tim Hudson] gone, but I'm excited," he says. "We have a really young team and we are

all maturing and growing together. There's a great chemistry in the clubhouse, and I think it's going to be a really good season."

The 2014 season also marks the beginning of the Atlanta Braves' last three years at Turner Field. Last fall, team officials made a surprising announcement that the team would be relocating to a brand new stadium just northwest of the city for the 2017 season. Freeman, like many of the Braves' fans, sees the move as bittersweet. "There are so many memories here at Turner Field," he reflects. He's excited,

however, at the prospect of a new stadium tailor-made for the Braves. The new open-air facility will also be surrounded by an entertainment complex. "We just want to make the most of these last three years at Turner Field and bring a championship home to Atlanta."

Even with the roster changes and big move, Freeman still has many years with the Braves ahead of him and a promising career that may one day lead him to the National Baseball Hall of Fame. For now, though, he's content with enjoying all that Atlanta has to offer. **L**



Centennial Olympic Park is a focal point of the city, surrounded by landmarks.

Book It

Whether you're in town to catch an Atlanta Braves game or to check out some of Freddie Freeman's favorite haunts, the **Loews Atlanta Hotel** provides a sleek and sophisticated yet comfortable vantage point from which to experience Georgia's capital.

Freshly constructed in 2010, the Loews Atlanta Hotel is in the heart of midtown Atlanta, just steps from the city's thriving arts scene and landmarks like the Atlanta Symphony Hall, High Museum of Art and Fox Theatre. The hotel offers 414 guest rooms, including 44 suites, each spaciouly designed with floor-to-ceiling windows. The Loews Atlanta Hotel is also home to a contemporary Southern bistro, eleven, and exhale, a full-service day spa that's an ideal place to squeeze in a workout or unwind after exploring the city.

For further information and reservations, visit loewshotels.com.

BURKE OF ART



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The Milk Truck got its start at New York's Brooklyn Flea in 2010 and has since become one of the city's favorite vendors of meals on wheels.



ADAM LERNER PHOTOGRAPHY

Sampling the STREETS

Hit the road and experience a true taste of local culture through the country's flourishing street food scene.

BY DEBBIE MILLER AND LOEWS MAGAZINE STAFF

There was once a time when the term “street food” conjured up images of vendors hawking quick, simple snacks to hungry folks who were in a rush to grab a cheap bite. More than just hot dogs and pretzels, the street food scene is now made up of some serious chefs serving savory and sweet creations that are highly sought-after by food fans and fellow chefs alike.

Sold out of fully equipped trucks and portable stands, the best street food is often the hardest to track down. You can scour food blogs or beg your friends to give you the scoop—or you can read on for some of the nation's top picks of the best eats sold on the streets.

Big Apple Bites

The City that Never Sleeps has been fueled by food served off of carts since its beginnings. Like in many other cities, the relationship between street vendors and the law hasn't always been harmonious but, in more recent history, New York's street food culture has been praised for being delicious, innovative and as eclectic as its residents.

Among the seemingly endless businesses whose specialty is good food served right on the street, the bright yellow shirts of The Halal Guys at 53rd and Sixth have become legendary, attracting long lines and spawning many imitators. The guys capitalize on a city specialty—rice

platters served with halal meat, whether it's chicken, beef or lamb.

But New York's street food scene extends far beyond one intersection. “There's so many,” says Keith Klein, owner of the Milk Truck, of New York's street food options. “You can't go wrong getting a falafel at Taim (a falafel and smoothie truck) or a waffle at Wafels & Dinges (a popular Belgian food truck). I like the food at the Calexico food cart.” Calexico's three carts (in the Flatiron District, Soho and Brooklyn Bridge Park) serve what the owners deem “Mexican food cooked by a bunch of gringos from California,” but the food has earned rave reviews and even the highest honor from the “Oscars of street food,” the Vendy Awards, in New York City in 2008, just two years after launching.

And of course, there's the Milk Truck, a local favorite that can be found rolling around the city hawking a simple American classic: the grilled cheese sandwich. Klein says the most popular items are the classic (aged Wisconsin Gruyere and cultured butter on Balthazar Bakery's Pullman bread), the bacon cheddar blue (double-smoked bacon, New York cheddar, Wisconsin blue cheese, caramelized onions and spicy pickles on rosemary Pullman bread) and the milkshakes, which are made with custom-blended, small-batch ice cream.

“People don't view it as street food,” Klein says of the street revolution. “It's



The Milk Truck staff (left) crafts traditional grilled cheese sandwiches (below) using high-quality ingredients.



SoKo Food serves Southern classics with healthy twists.



Mexican fare is a staple at LA Street Food Fest.

great food that just happens to come out of a mobile kitchen. We have a long tradition of feeding people on the street and the truck scene has expanded that to a wide range of great food from cultures as diverse as New York City.”

Beantown Cuisine

Street food is so much a part of Boston’s culture that there’s even a Boston food truck schedule and locator on the city’s website. As you might discover after scanning the list of vendors, the food isn’t limited to one type, but seafood continues to reign supreme in this harbor city.

As a family-owned and family-operated business for four generations, Captain Marden’s Seafoods is one of the largest wholesalers in New England, delivering fresh seafood to approximately 400 restaurants and businesses. Their truck, lovingly referred to as the

Cod Squad, is extremely renowned in the region.

“I often wonder—do people realize that the haddock sandwich they love so much is caught, filleted and on their plate within just hours?” says Terri Klippert Beal, the company’s business director. “I do know one thing: When people dine from the Cod Squad, they often call, email, tweet, [post to] Facebook or come back to the truck and tell us, ‘That was the best lobster roll, fish and chips, haddock sandwich, clam chowder, scallop plate ... I have ever had! What do you guys do to make it so good?’ My answer? ‘It’s fresh!’”

The team members aboard the Cod Squad truck are the purveyors of the seafood, so their lobster rolls use the freshest lobster salad possible, made each morning. “We have the lobster tanks adjacent to our commissary,” Beal explains. “We also use

only claw and knuckle meat—which is more tender and very sweet (not chewy)—making the lobster roll even more delectable.”

Diners looking to try something other than seafood are in luck when in Boston: Bon Me is an Asian food truck run by husband and wife duo Patrick Lynch and Ali Fong. Founded in 2010, the truck is the result of the couple’s decision to enter the Boston Food Truck Challenge on whim. They ended up winning.

Now, the couple has three colorful food trucks and one restaurant in Cambridge, Mass., serving bold, fresh and fun Vietnamese cuisine in the form of sandwiches, rice bowls, noodle salads and house-made drinks and desserts.

“Lunch lines are long,” says Jennifer Ngo, Bon Me’s marketing specialist. “But Bon Me prides itself on serving a tasty, healthy lunch as quickly as

possible to help their busy customers get back to their busy lives, with orders being completed within minutes of being placed.”

According to Ngo, the most popular option for a Bon Me first-timer is the sandwich stuffed with Chinese barbecue pork. Pair it with a refreshing Thai basil limeade, and lunch comes in at an affordable \$9.

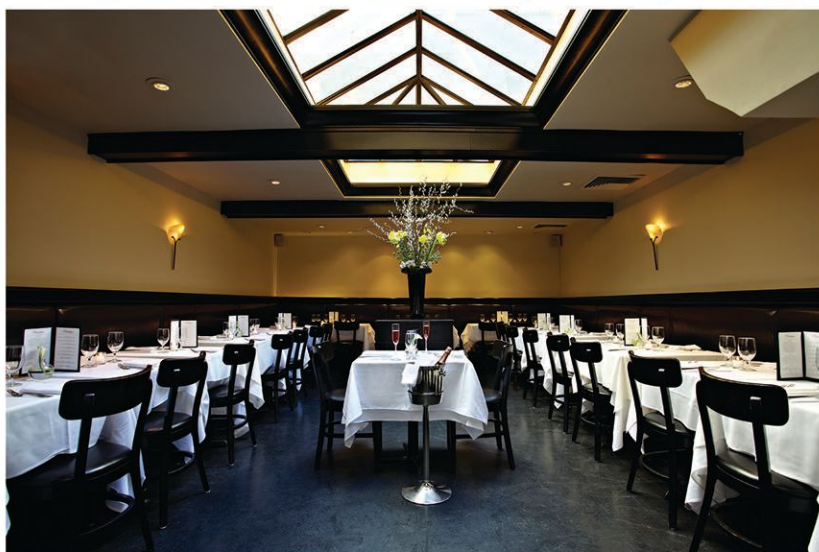
More Than Peaches

Atlanta’s street food industry is booming. Thanks to collective lobbying by food truck owners and their supporters, the city has loosened restrictions that prevented trucks from selling their goods and truck numbers have grown exponentially since they first appeared on Atlanta streets in 2009.

Along with quantitative growth, the scene is also showing signs of maturity through new, more sophisticated dishes. “The food is becoming more and more gourmet as traditional restaurateurs have discovered that it is often more cost-effective to have a truck than a building that just sits there waiting for customers,” says Charlotte Swafford, the resident baker aboard the Southern Komfort (SoKo) Food truck.

Swafford also notes that, in the beginning, local restaurant owners lobbied hard for street vendors to be licensed out of their area for fear that it would ruin their business. Now, those restaurant owners have discovered that the trucks bring business

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Bon Me's pulled pork sandwich



Fresh seafood from the Cod Squad

to the area as a whole, and the brick-and-mortar bars and restaurants often see additional business from the food truck overflow.

The SoKo Food truck churns out down-home dishes with a healthy twist: The truck uses an air fryer to get that traditional crunch you'd expect in fries and chips, but nothing is fried in oil. The Texas brisket and traditional barbecue pulled pork are both standouts, but the truck is also known for its side dishes. "People say our spicy mac and cheese is downright addicting, and our new fried mac and cheese bites are fun and really in demand," Swafford says. "People in the area drive long distances for our chicken salad. We make it fresh every day, and everyone loves it because it is filled with big chunks of white meat, it's gluten-free and it isn't drowning in mayonnaise like some salads are."

The SoKo Food truck is just one of the vendors that make up the Atlanta Street Food Coalition, an organization started by the owner of

ice cream and sorbet truck Westside Creamery, Greg Smith. The coalition continues to support the street food movement in the city by campaigning for safe, affordable and legal access to street food through mobilizing street vendors, lobbying, fostering positive relationships with brick-and-mortar businesses and creating awareness of street vendors' widespread positive economic impacts.

LA Street Fare

Los Angeles residents are no strangers to street food. Similarly to New York, the city has had its fair share of differences with street vendors. Fortunately for foodies, LA was one of the earliest counties in the country to embrace food trucks and is currently looking at ways to legalize other forms of street vending. Chef Roy Choi introduced the Kogi BBQ truck in 2008, garnering national attention and helping to pave the way for a slew of trucks selling all varieties of food. Now, the LA street food scene has gained so much traction that it has a well-established festival, LA Street Food Fest, which takes place this year on June 28 at the Rose Bowl in Pasadena, Calif.

"The popularity of Roy Choi's Kogi truck put a spotlight on LA's street food, and it really exploded from there," says Shawna Dawson, who co-founded the festival with fellow Angeleno Sonja Rasula. Dawson explains that they started the festival in order to create a community

platform to support independent small business owners as well as local charities. The event hosts a variety of mandatory meetings for vendors that cover topics like marketing techniques and sustainable business models. Dawson says, "For us, every event is an opportunity to do a little good and make this amazing city we call home a little better."

A couple of the most popular vendors at the festival are the Grilled Cheese Truck, famous for its cheesy mac and rib made with sharp cheddar, barbecued pork and caramelized onions; and the Beignet Truck, which serves the classic French pastry along with fresh coffee or hot chocolate. Dawson's personal picks for LA street food include repeat LA Street Food Fest award winner Mariscos Jalisco, a truck that can be found regularly on Olympic Boulevard serving fresh shrimp tacos. For those with a sweet tooth, she recommends the Fluff Ice truck. "Their rose milk tea fluff topped with lychee jelly is refreshing and unique, and so light there's still room for more dessert when you're done," she explains.

Dawson adds, "From the thousands of 'loncheras' (the Spanish word for 'lunchbox,' the term is also used to describe food trucks) operating here for decades to the little taco tables that disappear as quickly as they come on the scene, to the myriad new school trucks you can follow online, there's a little something for everyone." **L**



Book It

Loews Regency Hotel makes it easy to experience street cuisine while enjoying the benefits of midtown Manhattan. Food aficionados can hit the pavement to track down street favorites and wake up early for a Power Breakfast in The Regency Bar & Grill.

Set in the Back Bay neighborhood near Copley Square, which is frequented by trucks like Bon Me, the **Loews Boston Hotel** is ideal for those on the hunt for the city's best bites. The hotel's recently opened Precinct Kitchen & Bar offers guests a comfortable seat for when they need a break from the streets.

Loews Atlanta Hotel's mix of contemporary style and classic luxury make it a top choice for travelers to the city. On July 12, food trucks will descend on Piedmont Park, a short walk from the hotel, for the Atlanta Street Food Festival.

The streets of LA are crawling with vendors, and Loews has two hotels that are perfectly situated for culinary adventures. Guests of the **Loews Santa Monica Beach Hotel** can walk to the Santa Monica Food Truck Lot at the corner of Main Street and Ocean Park Boulevard on Tuesdays from 5-9:30 p.m. for a rotating list of vendors. **Loews Hollywood Hotel** is just a short drive from the Rose Bowl, which hosts the annual LA Street Food Fest, as well as Exposition Park, the main location for Street Food Cinema, a weekly event with food trucks, live music and an outdoor movie.

For more information and reservations, visit loewshotels.com.



E T R O

720 MADISON AVENUE NEW YORK, NY - 212 317 9096

GROOMED *for Success*

Men are going back to basics—barbershop cuts and shaves are finding a new generation of customers thanks to a combination of old-school techniques and modern amenities.

BY CHRISTOPHER LUU

Just a little bit off the top? Step into a barbershop today and you won't get your grandpa's haircut—but, thankfully, that doesn't mean tradition has to fall by the wayside. The barbershop remains a place where guys can gather and get polished; some shops have even kept that classic red, white and blue pole spinning out front. But now there's more style in these familiar institutions than ever before—and we're not just talking about the hair. Today's barbershops have evolved into refuges that can include a cocktail or two along with a straight razor shave. Cities across the country are embracing the barbershop's comeback with the introduction of shops that blend modern amenities and decor with traditional service and, of course, lively banter.

With the rise of the modern man—who understands the importance of a tailored suit and isn't afraid of a little pampering here and there—guys are stepping up their game and returning to long-held customs in menswear and grooming. Along with word of mouth, social media has played a vital role in the upswing of the contemporary barbershop. Instagram and Facebook are both flush with images of fresh fades, classic cuts and guys getting cleaned up with straight razor shaves. It's a new way for an old institution to attract a younger customer base.

"Barbers have always been around," says Faraj Capistrano, master barber and owner of Capistrano Barbershop in Annapolis, Md. "We didn't realize they had disappeared. Most of our customers leave saying, 'We didn't know something like this existed.' Word of mouth has sparked the barbershop's revival."





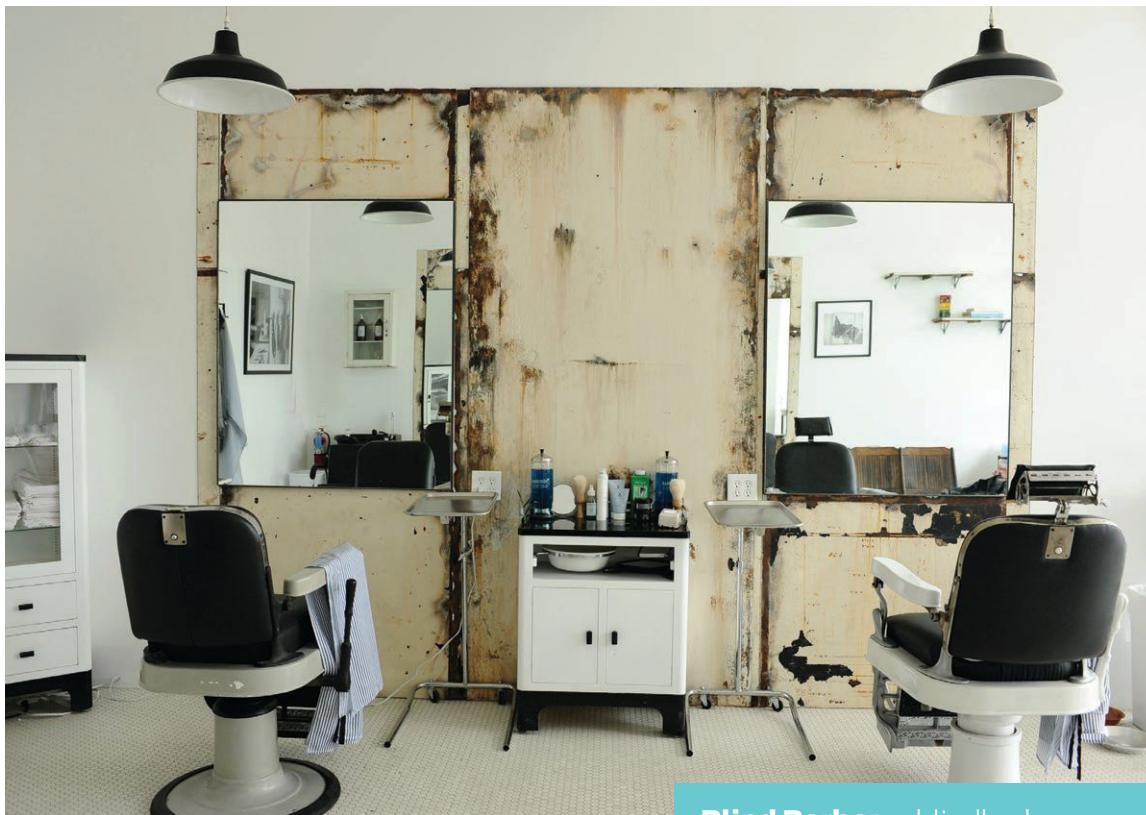
Capistrano Barbershop « capistranobarbershop.com

Classic Cuts

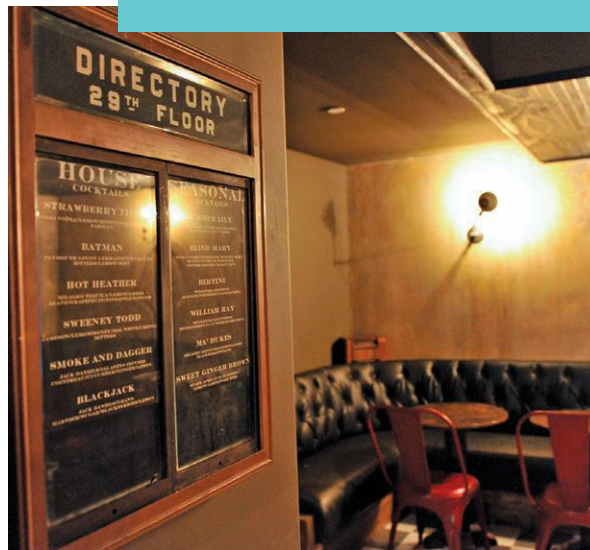
Located in a city steeped in history, Capistrano Barbershop embraces old-school aesthetics while implementing modern flair. A welcome escape from the bustle of Annapolis' historic Maryland Avenue, the shop is a coveted destination for men seeking traditional razor shaves and haircuts, not to mention a study in the current barbershop trend. You'll find no TVs here—instead, conversation is encouraged and there's plenty to go around in the small space with only four chairs. The business has always been a place where men are able to kick back and be themselves.

"If you are scruffy and come in for the hot towel straight-edge shave, that is 20 minutes of meditation," Capistrano says. "And if you just need a cleanup and a moment to forget what's out the door, we take care of the grooming and you can just relax."

In addition to its basic menu, Capistrano Barbershop is known for its groomsmen package, which allows a groom and his entourage to unwind with refreshments on the day of the wedding, engage in some guy talk and, of course, come out with a clean shave and a fresh cut.



Blind Barber « blindbarber.com



Secret 'Stache

Now an institution on both sides of the country, the Blind Barber has found a different way to get guys to loosen up while they're spending time in the chair. The shop, which has locations on both coasts (in New York and Los Angeles) offers cuts, shaves and a little something extra: a signature cocktail with every service.

"We take great pride in making our space feel like home, like a hangout," says co-owner Jeff Laub. "And if everyone feels like it's their own home, then it just makes the spot and experience that much more natural and organic."

The barbershop is just one aspect of the Blind Barber. Behind a hidden door, there's a lounge that serves up one-of-a-kind cocktails and offers a place for guys (and girls) to hang out after a cut. Men may flock to both locations for cuts and shaves during the day, but as soon as the sun goes down, groups of both men and women sneak off to the speakeasy-style back room. Services extend off-site too, because the Blind Barber team is often called upon to groom gentlemen at events for brands like J. Crew and labels participating in New York Fashion Week—testaments to the high standards to which the shop holds itself.

Adding to the experience, the Blind Barber also helps men stay groomed in between visits by offering a line of essentials such as hair wax, aftershave and facial cleanser, which are available online as well as in the store.

Book It

Just like some of the country's leading barbershops, nearby Loews Hotels & Resorts celebrate time-honored traditions while implementing the conveniences and technology of today.

Loews Regency Hotel in New York has just undergone its own makeover. Retaining its Park Avenue address, the hotel brings midtown hospitality and class into the 21st century with

contemporary design and amenities. Reopened in January 2014, the historic landmark is now prepared to serve a new generation of discerning guests. For those who seek luxury salon services, the Julien Farel Restore Salon & Spa, opened in March inside the hotel, features 32 custom-designed hair stations. Men can take advantage of JF Men, a grooming destination offering straight shaves and Farel's signature hair treatments.

Just steps from the Chesapeake Bay and a half-mile east of Capistrano Barbershop, **Loews Annapolis Hotel** takes a cue from its surroundings with a welcoming nautical style. The hotel is the ideal port from which guests can explore Maryland's capital.

Location is key when visiting Southern California, and Loews presents two hotels that offer the best of Los Angeles. **Loews Hollywood Hotel** has

picture-perfect views of the Hollywood sign and the Capitol Records tower, with Hollywood & Highland Center just beyond the hotel's doors. **Loews Santa Monica Beach Hotel** brings laid-back luxury to guests seeking the quintessential beach experience and is perfect for a family vacation, romantic getaway or business sojourn. Both hotels are situated just a short drive from the Blind Barber's LA location.



Harry's Corner Shop « harrys.com/corner-shop

Modern Styling

Much like the Blind Barber, Harry's Corner Shop offers a bit more than the conventional cut and shave. The Manhattan outpost, established after shaving accessories company Harry's introduced a line of razors and shaving cream sold exclusively online, is the brand's first foray into barbershops, and it's already become a local hangout. Co-founders Andy Katz-Mayfield and Jeff Raider have created a unique environment where guys can stop by for a haircut or a shave as clean as the design of the shop—then stay to browse a quality selection of goods to maintain the new look.

"Guys have always had their spaces to have a break from their routine, socialize and meet like-minded people," Raider says. "The change in recent years has been that it's becoming increasingly important for guys to look their best and [have] a trusted source for grooming and style advice."

The spot offers old-school cuts, but Harry's Corner Shop is rooted firmly in the 21st century, with online booking and iPads used to document your new look. Barbers keep tabs on

customer preferences via the company's personalized iPad app, the Cut Archive, which tracks all customers' decisions regarding styles and products. The store also carries a range of tech gear such as Geneva portable speakers, brand new Hanes white T-shirts for customers to put on before or after cuts, leather goods from cult favorite Makr and shaving products from Harry's own line.

"Harry's creates a lifestyle, and we get to bring it to life at the Corner Shop," Katz-Mayfield says. "The experience is all about leaving the shop feeling good, looking good and being confident."

Whether visiting for a simple cleanup, to revel in rooms bedecked with mahogany and leather, or just enjoy some friendly male chatter, guys are flocking to a new wave of barbershops offering the same brand of personalized service that's made them timeless establishments of masculinity. The shops springing up across the country are giving men a place to relax while being pampered and, perhaps most importantly, no excuse for a scruffy face or bad hair. **L**



Get the Look

Thanks to what stylists are calling the "Mad Men" effect, it's never been easier to get a classic cut. The key to getting a cut that's both modern and timeless is making sure you find someone who will take your face shape and grooming routine into consideration.

"We're seeing a resurgence of more vintage, 1920s-inspired hair-styles," says Allison Lyle, creative director for Sassoon Salon at Tysons Galleria in McLean, Va., right outside of Washington, D.C. "Think side partings and an overall more groomed appearance."

Other styles that have made a comeback include James Dean's signature pompadour and, for guys who want style without fuss, a clean, lean Caesar cut—which takes its name from the Roman dictator himself—that requires zero maintenance.



The Modern Don Draper

A clean, classic cut, this conservative hairdo with a defined side part is for guys who want a look that won't go out of style.



The James Dean Quiff

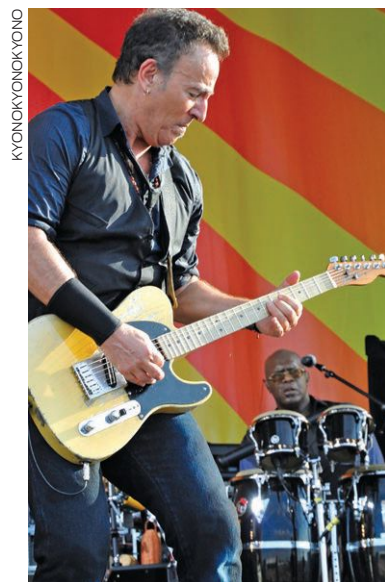
For the rakish dandy, this retro pompadour style is strategically unkempt, mixing a little structure with a little rebellious spirit.



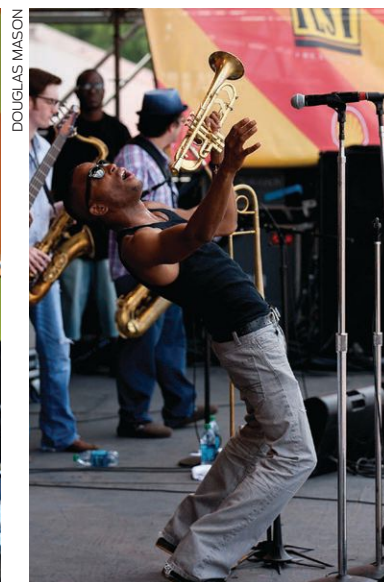
The Soul of **NEW ORLEANS**

Celebrate the city's finest music, food and craftwork at Jazz Fest.

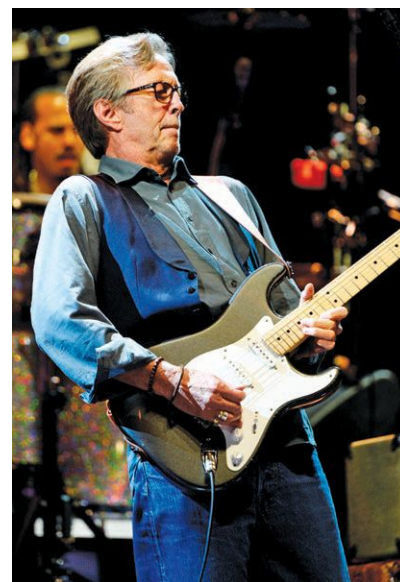
BY CAROLYN HENEGHAN



KYONOKYONOKYONO



DOUGLAS MASON



Internationally renowned acts like Bruce Springsteen (top left) and Eric Clapton (right) join local favorites like Trombone Shorty (center) and many other notable musicians at Jazz Fest.



DOUGLAS MASON

The syncopated rhythm of the drums, the wail of the horns, the smell of some good Creole cooking and the buzz of a happy crowd are all hints that Jazz Fest is, once again, in session. Established to preserve and celebrate the culture of New Orleans and Louisiana, the New Orleans Jazz & Heritage Festival presented by Shell, lovingly referred to as simply “Jazz Fest,” has now become an inseparable cornerstone of the city itself. Scheduled to take place this year over the weekends of April 25–27 and May 1–4, the festival will energize the Big Easy as hundreds of thousands of visitors and locals join to honor all that makes New Orleans a unique and important piece of jazz culture.

Each year, Jazz Fest packs hundreds of local, national and international musicians into its seven-day lineup spanning a wide range of genres beyond the realm of jazz—among them gospel, blues, rock, Caribbean and many more. The event brings

in internationally renowned artists like Bob Dylan, Miles Davis, Aretha Franklin, Al Green, Paul Simon, Sonny Rollins, Van Morrison, Dizzy Gillespie and Santana, to name a few.

Spirit of the Fest

After founding the Newport Jazz Festival in Rhode Island, the first annual jazz festival in America, in 1954, jazz promoter and producer George Wein was approached by tourism and business leaders to do

the same for the multicultural melting pot of New Orleans. In 1970, the city was introduced to the New Orleans Jazz & Heritage Festival and Louisiana Heritage Fair, which took place in Congo Square (then called Beaugard Square). The humble festivities featured a few dozen acts, including Pete Fountain, Fats Domino, The Meters, the Olympia Brass Band and Mardi Gras Indians, and hosted about 350 people.

The spirit of Jazz Fest took hold at the inaugural event, specifically when, by chance, legendary gospel singer Mahalia Jackson met up with the Eureka Brass Band, who happened to be leading a parade of celebrants. After Wein handed her a mic, Jackson spontaneously began singing with the band and joined the parade herself.



DOUGLAS MASON



Beyond the music, dishes like crawfish bread and po'boys entice attendees.

TOP LEFT, BOTTOM LEFT BY DOUGLAS MASON



This became a crowning moment for all that the festival was to become.

As it grew, the event moved to its current location at the Fair Grounds Race Course in 1972 and soon shortened its name to its current form. The popularity of Jazz Fest spread quickly, and the event eventually became a two-weekend institution with music across 12 stages and endless food and craft offerings. The

festival now draws about 400,000 people each year, while retaining the local flair that has made it one of the city's most cherished attractions.

Musical Masterpiece

New Orleans remains engrained in the festival's DNA, as many of the event's impressive performers have called the city home. Over the last half-century, jazz deities from the city like Professor

Longhair, The Neville Brothers, Dr. John, Ellis Marsalis and Irma Thomas have graced the festival's stage, and continue to return year after year.

Consequently, the event has hosted some of music's most unforgettable moments. In 2006, the Jazz Fest immediately following Hurricane Katrina featured headliner Bruce Springsteen, who performed a momentous set complete with many words and adjusted lyrics that conveyed love, support and hope for the people of New Orleans. In 2012, he revisited many of those songs and sentiments, a captivating experience that explored just how far the city had come since his last time on the same stage. Springsteen is scheduled to play again this year, giving music lovers even more incentive to get to the fest.

Up-and-coming musicians also get

their time in the limelight at Jazz Fest, many in awe of the chance to perform in the same storied venue of jazz's biggest icons. The occasion gives audiences the opportunity to catch some talented rising stars, such as jazz singer Sasha Masakowski, who remembers a defining moment of her career and life as a jazz musician at the 2009 Jazz Fest. "I always saw the greatest of the great musicians perform in the Jazz Tent—all of these great musicians that I was inspired by and listened to all the time," she says. "And then when I performed on that stage, it was a really surreal moment for me."

Jazz clarinetist Tom Sancton was able to perform an homage to one of his musical heroes at the 1999 Jazz Fest, with the event itself acting as a paean to the musicians that came before: "I played a tribute to George Lewis, who was my great inspiration, teacher and idol as a clarinetist, with Sammy Rimington, who gave me my first clarinet, and Michael White, a good friend of mine and important figure in the jazz scene."

This year's 45th anniversary lineup hopes to create more of these memories for all who perform and attend the event. In addition to Springsteen, a host of longtime local acts as well as some big name headliners are scheduled to appear. Among the performers are Eric Clapton, Christina Aguilera, Arcade Fire, Santana, Gregory Porter, Robin Thicke, Trey Songz, Vampire Weekend, Foster the People, Alabama Shakes and Solange, just to name a few.

Festival Flavors

Just as music permeates the air at Jazz Fest, the scents of delicious regional dishes are unavoidable when strolling

More of NOLA

No matter the time of year, New Orleans is always filled with unique and exciting attractions, restaurants, venues and sights. As a collection of stand-alone neighborhoods, each section of New Orleans offers its own set of entertainment options.

The French Quarter is at the heart of the city and its bustling activities. Grab some beignets from the legendary Café Du Monde, and take a walk on the Mississippi River through Woldenberg Park to the Audubon Aquarium of the Americas or the newly reopened Outlet Collection at Riverwalk. Enjoy a drink on Bourbon Street or at any one of the lively bars in the area, or admire the beauty of Jackson Square and the St. Louis Cathedral.

Just past the French Quarter, Frenchmen Street hosts a strip of restaurants, bars and music venues that are commonly regarded as some of the best in the city. Catch a modern jazz set at Snug Harbor bistro or hear some traditional jazz at The Spotted Cat Music Club, then dance to a funk band at Blue Nile or a brass band at Maison bar and restaurant.

On the other side of the French Quarter past the Central Business District, the Warehouse District features art galleries on Julia Street, the Ogden Museum of Southern Art and the Contemporary Arts Center. For an unforgettable historical experience, visit the world-renowned National WWII Museum.

Hop on the St. Charles Avenue streetcar and head uptown to admire the brilliant mansions and antebellum architecture that line the avenue through the Garden District and toward Audubon Park, where you'll find Audubon Zoo. And for those seeking premier shopping and dining experiences, visit Magazine Street for a wide array of shops and restaurants to suit any and all tastes.



through the Fair Grounds Race Course.

"It's not just Jazz Fest, it's the New Orleans Jazz & Heritage Festival," says Ron Kottemann, purveyor of Roman Chewing Candy, a local delicacy found each year at Jazz Fest. "Food is a tremendous part of the culture of Louisiana."

Wein's intention from the festival's original conception was to make the food just as important as the tunes. A testament to the festival's dedication to promoting local fare, two stages—the Cajun Cabin and Food Heritage stages—are set up each year for cooking demonstrations that feature some of the area's top chefs. The food vendors serve up just about any local dish you can think of—everything from soft-shell crab po'boys and Crawfish Monica to jambalaya, red beans and rice, and a longtime Jazz Fest tradition: crawfish bread. The Southern specialty incorporates a mouthwatering mixture of crawfish, butter, cheese, garlic and green onions spread atop French bread and toasted for a moist and crispy piece of indulgence. African, Jamaican, Vietnamese and other international cuisines round out the melting pot of food contributions the city and state have to offer on the festival grounds.

Getting Crafty

Also a focus of Jazz Fest since its inception, arts and crafts aid in showcasing the area's rich history and culture. The festival offers three different areas for artisanal wares: Heritage Square for contemporary crafts, the Congo Square African Marketplace and the Louisiana Marketplace, displaying crafts that represent Louisiana's architecture, music and culture. Hundreds of artists set up shop where people can observe them at work and take home a

piece of the region if they please.

The festival also sets aside large areas devoted to the various cultures that make up Louisiana, ensuring visitors and locals an educational and enriching experience in addition to the fun. The Louisiana Folklife Village takes attendees on a journey through time with musicians, artists, craftsmen and cooks practicing both old and emerging traditions. In addition, the Grandstand is where visitors will find both food stages, as well as other cultural exhibits in an air-conditioned space.

Local Pride

Jazz Fest brings about 400,000 attendees and an excess of \$300 million to the city each year, so the event obviously has a large influence on New Orleans, both monetarily and emotionally. The influx of Jazz Fest visitors also enjoy the city's restaurants, visit local clubs and seek out countless other attractions.

"The economic impact of Jazz Fest keeps us alive the rest of the year," says Michael Fouquier, drummer of local funktronica band Gravity A. "Venues have bills that pile up year-round knowing that everything will be all right once Jazz Fest rolls around. Some musicians are the same way."

But the impact is more than just dollars and cents. "Keep in mind, we are now living in a post-Katrina era in New Orleans," explains festival producer Quint Davis. "So the role [of] and feeling toward the festival is more acute and defining than ever, especially for the local folks who get to come together each year to recharge their batteries and refresh their souls, powered by their own music and food."

When hundreds of thousands of people congregate to celebrate a rich and beloved heritage like that of New Orleans, they can expect to rejoice in the city and enjoy its sights, tastes and sounds—and that, in itself, is the purpose and essence of the New Orleans Jazz & Heritage Festival. From music and food to craftwork and history, Jazz Fest is one big party that you don't want to miss. **L**

The number of artists at Jazz Fest has grown from just a handful to hundreds.

Book It

While service is its main focus and finest achievement, the **Loews New Orleans Hotel** offers much more in terms of both amenities and special local flourishes.

Perfectly situated for visitors seeking to sample all that the Crescent City has to offer, the hotel is located on Poydras Street, just two blocks from the Mississippi River and three blocks from the famed French Quarter and bordering the Warehouse District, also known as the Arts District.

"We definitely have a sense of place when you arrive—you know you're in New Orleans," says Diane Riche, director of sales and marketing at Loews New Orleans Hotel. "There's a beautiful collage behind the front desk of old New Orleans photographs that have been reproduced on tile, and it's a very dramatic and beautiful backdrop for the front desk."

But the New Orleans influences don't stop there. The sounds of New Orleans jazz musicians fill the halls and lobby of the hotel. The interior color palette is a muted blend of purples, greens and golds—traditional Mardi Gras colors.

The modern Creole cuisine and specialty drinks at the famous Café Adelaide and The Swizzle Stick bar are a cut above traditional hotel food and beverage options. The chef uses all fresh, local seafood and produce—whatever happens to be in season. For a delicious cocktail, guests can enjoy gourmet drinks crafted by The Swizzle Stick's bar chef, Lu Brow, who takes pride in making everything with top-shelf ingredients.

The hotel's accommodations are oversized rooms with magnificent views. As rooms start on the 11th floor, guests will either have a picturesque vista of the Mississippi River or the New Orleans skyline.

For more information and reservations, visit loewshotels.com.



THE PEOPLE'S *Designer*

Though he may not be a household name, Stan Herman's widespread influence over the world of fashion extends from Bryant Park runways and home shopping to hotels and airlines.

BY LOUIS CHUNOVIC

Just beyond the two regal stone lions that guard the New York Public Library is Bryant Park, once the epicenter of the American fashion world. For many years the industry's biggest players gathered here, in the place New York Fashion Week called home for invitation-only unveilings of the latest international collections.

To this day, above the tiny park among the concrete and steel of midtown Manhattan, you'll find the atelier of one of the reigning monarchs of fashion: Stan Herman.

Unlike the names of, say, Karl Lagerfeld, Calvin Klein or Diane von Furstenberg, his name may not be instantly recognizable to the general public; still, most people are familiar

with his work, and the fashion cognoscenti regard him as royalty.

For 16 years he was president of the Council of Fashion Designers of America (CFDA), a position later assumed by von Furstenberg. He's the founding president of event management company Seventh on Sixth, the original producer of New York Fashion Week (under the auspices of the CFDA), and a pioneer of the home shopping industry. In addition, he's dressed countless employees of some of the world's most recognizable companies with his stylish uniforms.

Broadway to Runway

Herman was born in a small town in a working-class part of south Bergen County, N.J. "I got out of

there as quickly as I could," he recalls. "Nothing against New Jersey. My father lived there until he was 105 and had a great, great life."

After serving in the Army during the Korean War, he returned to the U.S., this time settling in New York to pursue show business. He sang, danced and acted on Broadway by night, and designed part-time for a company called Junior Forum on Seventh Avenue by day. When his collection launched, *Women's Wear Daily* declared it an unqualified success, resulting in his quitting Broadway to pursue a serious career in fashion.

The risk proved worthwhile—he became a ready-to-wear designer on Seventh Avenue at a company called



Stan Herman designed comfortable yet stylish JetBlue uniforms.



Herman-designed robes



TWA uniforms from the 1970s



Amtrak's Acela Express uniforms

Mr. Mort, which sold moderately priced women's clothing. Herman remembers Mortimer Goldman, the original owner after whom the label was named, as "what we called a 'great garmento,' kind of a silver-suited salesman. ... [But] within a year, he lost the business."

After rejecting offers to design at companies like the now-obsolete label Nardis of Dallas, Herman was able to take over the Mr. Mort name under the ownership of an apparel maker called Russ Togs. He oversaw Mr. Mort's transition throughout the

1960s as its lead designer, transforming the label's image with high-quality, innovative collections. Between 1969 and 1974, Herman won three prestigious Coty American Fashion Critics' Awards for his design work. By the mid-1970s, however, according to Herman, he was "burned out."

A New Path

Soon after Herman took home his third Coty award, the president of car rental company Avis approached him with what turned out to be a career-changing question: Would he design

Avis' new uniforms?

"I said, 'Why would I be interested in doing uniforms?'" Herman explains. "And [Avis' president] said, 'They're just panicked [at Avis]; they hate what they're wearing.'"

So the designer began sketching, and soon he was designing uniforms for airlines, including JetBlue, as well as for Federal Express, where his most-noticed (and, at the time, most shocking) innovation was short pants for the delivery people.

How did Herman come up with the idea for walking shorts at a time when

no one in business was wearing them? He talked to the people on the front lines, he insists, even though some of them initially thought it was a joke. "They thought I was some bizarre nut," he says.

When he first suggested walking shorts, Herman explains, Federal Express' head scoffed that the "worst thing in the world [was] a man with hairy legs and white socks and black shoes on." But the U.S. Postal Service was considering letting its employees wear shorts too, Herman recalls, so the Federal Express employees were allowed to go bare-legged.

Soon after those early projects, uniforms became Herman's specialty, with commissions coming from some of the best-known companies in the country, including United Airlines, Amtrak's Acela Express and McDonald's.

Herman-designed uniforms became so popular that, once again, he was launched into a new career strata. "I took it seriously and people took me seriously," he says, adding that his success is due in part to his preference for working in collaborative atmospheres. "There's something about my personality that likes working with large groups of people."

That personality trait also proved useful in one of Herman's other endeavors—helping to bring New

York Fashion Week to Bryant Park. In the early 1990s, Herman would peer down on Bryant Park from his eighth-floor studio. The park reminded him of the gardens at Versailles, which in 1973 hosted a legendary unofficial competition between French and American designers that prefaced the first Paris Fashion Week. This humble Manhattanite lunch spot, he decided, would make a good setting for fashion shows—events that would showcase the Seventh Avenue-centered New York garment trade to the world.

At the time, Herman was president of the CFDA and already an influential figure in the fashion world. Along

with the CFDA's executive director, Fern Mallis, Herman laid the plans for Seventh on Sixth, or what is now known as Mercedes-Benz Fashion Week. Over the course of a year, the pair gathered sponsors; recruited skeptical designers like Oscar de la Renta, Donna Karan and Ralph Lauren; and organized the pitching of two tents in Bryant Park. This was 1994, and such an event was unprecedented. Along with the tents came fashionistas, celebrities and the media—and they remained in the park until 2010, when the event was moved to Lincoln Center. (It's expected to move again to the sprawling Hudson Yards

complex, now under construction on Manhattan's far West Side.)

On top of his seminal roles in New York Fashion Week and the CFDA, Herman has spent his time mobilizing the fashion industry against breast cancer, HIV and AIDS.

He wears his moniker of "the people's designer" with pride. He loves designing uniforms and loungewear, which he's sold with great success on QVC for the past two decades. The designer also utilizes his show business background as a pitchman on the shopping network.

His most recent project, however, is a return to his specialty: Herman

has designed the elegant new uniforms for Loews Hotels & Resorts, beginning with those for the newly reopened Loews Regency Hotel on Park Avenue.

Though he promises he's "not a uniform queen," he admits that he might show up at a Loews destination to see his uniforms on the backs of doormen and other employees. He quips, "You might see me there fixing a guy's tie."

And although his name may not be splashed across displays at each and every department store across the country, he's still recognized "a lot," he says with a smile. "People say I'm cuter in person." **L**

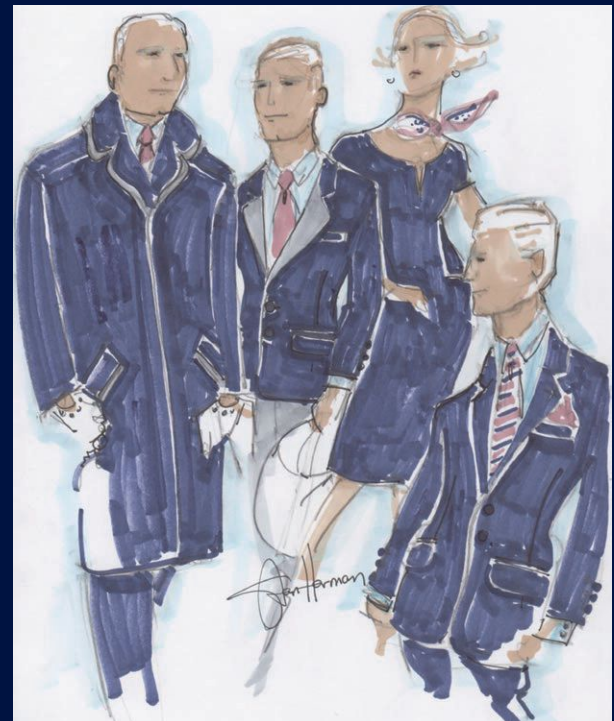
Uniquely Uniform

"Everybody thinks they're a designer," Stan Herman says. "We were working on JetBlue, and there were 200 people testing the uniform. They talk to you about how deep the pockets are, how wide the lapel is, how droopy the drawers are."

Not so, though, during the design process for the new Loews Hotels & Resorts uniforms. For the Loews Regency Hotel uniforms, he simply sat down with Jonathan Tisch, chairman of Loews Hotels & Resorts, and his wife, Lizzie, co-owner of high-end personalized shopping concept Suite 1521, for some inspiration. "Instead of the uniform, [Jonathan Tisch] asked for a wardrobe," Herman explains. "And [Lizzie Tisch] has a great deal of fashion sense—she's quite a fabulous dresser."

When Herman first drew the sketches that would eventually become the new uniforms at the Loews Regency Hotel, he had a few specific words in mind: subtle, wardrobe, texture and navy. These words reflected his guidance from the Tisches, whom Herman regarded as his two-person focus group on the project.

"Once they gave us the go-ahead on the palette color, which is extremely important, I sat down and sketched, and did a series of a couple hundred sketches to get what we wanted," Herman explains. The collaboration resulted in a collection of unique pieces, each a polished reflection of the Loews Regency Hotel's updated look.



Sketch of the new Loews Regency Hotel uniforms

The Coat

"It just looks modern and it won't go out of date. ... Basically, it's a coat you would buy in a fine store. That's what [Jonathan Tisch] wanted."

The Second Jacket

"A white shirt was a little too Trump, a textured shirt maybe a little too Vegas. But this is a light blue shirt. Then, the secret ingredient is, of course, what we call the Regency rose tie. The color of the tie is sort of a like a purple-y, pinky color. ... In the beginning [it was] a little tricky to get

approved, but everybody began to understand that we needed a specific color to stand out. ... The bellhops are different. Instead of having the placard of gray on their jackets, it's all piped in gray. So there is a hierarchy—the way the pockets are done, who gets a little more or a little less. It's very subtle."

The Jacket

"You've always seen coats that have a top collar of velvet, but this was just the opposite. We just touched the bottom of the lapel with the gray. The theme of the whole

Regency itself was that lapel in gray that appears almost everywhere. But of course the biggest choice we made before we did anything was what the color should be ... and we made the choice of going to navy. We felt that the navy color was friendlier and certainly more Park Avenue than maybe SoHo or the Village."

The Dress

"[It was] probably the hardest thing to do. We just wanted to do a very simple dress. ... The beauty of that dress is the way it's cut. ... It really is a very Park Avenue dress."

If Walls COULD TALK

History comes to life at these Loews Hotels & Resorts that blend modern hospitality with the grandeur of yesteryear.

BY AMBER LANIER NAGLE

Beyond luxury, service and convenient location, some hotels have a certain something that can only be achieved by enduring the test of time. These buildings, left standing after years of weather, wear and sometimes tear, are important pieces of history and their surrounding cities. Fortunately, many of them have been restored, all the while maintaining their distinctive characters, interesting architectural details and interior design elements that tell fascinating stories of bygone eras.

Some of these structures recall authentic vintage style; some have brought together their cities' elite thinkers; some have played host to world leaders; and some weren't built to be hotels at all, but found new life and purpose with extensive renovations. The following four hotels have been part of the foundations of their communities for decades; here, we uncover their significance and just some of the history that can be found between their walls.

All That Jazz

Built in 1928 by developer Thomas Rowe and architect Henry H. Dupont, the Don CeSar Hotel on St. Pete Beach, Fla., still exudes the opulence of the Roaring '20s as the Loews Don CeSar Hotel. Nicknamed the "Pink Palace," the hotel quickly became a beachside playground for the rich and famous—and infamous—of the era: F. Scott Fitzgerald, Franklin D. Roosevelt, Babe Ruth and even Al Capone were among the notables who were known to frequent the Don.

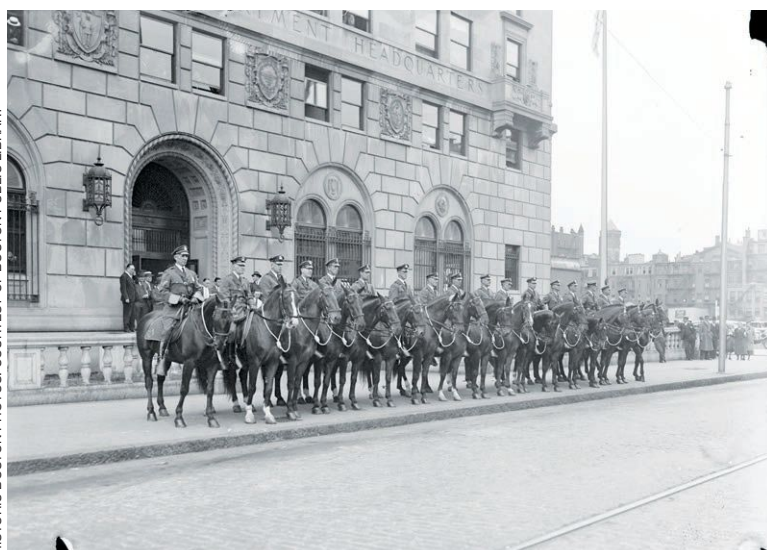
"From day one, it was the place to go and be seen," says Jeff Abbaticchio, director of public relations at the Loews Don CeSar Hotel. "It was built to resemble the Royal Hawaiian in Waikiki Beach [Hawaii] with magnificent Mediterranean architecture and details—arched openings, clay roofing tiles, pink stucco, bell towers and imperial turrets."



The Loews Don CeSar Hotel has been a premier seaside resort since its original founding in 1928.



OPPOSITE PAGE: STATE LIBRARY AND ARCHIVES OF FLORIDA; HISTORIC BOSTON PHOTOS: COURTESY OF BOSTON PUBLIC LIBRARY



The Boston Police Headquarters once hosted notorious criminals along with the city's crime fighters in the stately building on Stuart Street—a stark contrast from the elegant setting of the Loews Boston Hotel, which occupies the building today.

Law of the Land

Designed to look like an Italian palazzo, the Loews Boston Hotel is the picture of contemporary urban style, but the building once served a relatively utilitarian purpose. Constructed in 1924 by famed architectural firm Richie, Parsons & Taylor, the building originally housed the bustling Boston Police Headquarters. Famous cases and notorious criminals were investigated in the halls and offices of the building: the Boston Strangler who terrorized the city throughout the early 1960s, the great Brink's robbery in 1950—the largest robbery of its time—and the infamous Charles Stuart, who unsuccessfully tried to cover up his wife's murder.

"The Boston police occupied this building from the mid-1920s until 1997, when they moved to Roxbury," says Lisa Tiernan, director of sales and marketing at the Loews Boston Hotel. "The building was empty for years before being remodeled as a hotel in 2003. The city police left behind a facility with an antiquated heating system, air conditioning that was limited to the computer room, and a quirky elevator."

In 2004, the building became the Jurys Boston Hotel and, in 2013, it

joined Loews Hotels & Resorts as the Loews Boston Hotel. According to Tiernan, the hotel's metamorphosis involved extensive renovations including the addition of two new stories to the building, but great care was taken to preserve the historical elements of the structure.

"The addition is detailed with clean, modern lines, but with a subtle palette to complement, not compete with, the original facades," Tiernan explains. "The overall design is respectful of the original building, yet it has been updated to accommodate the new life that occupies it."

Positioned on a prominent corner in one of the nation's most historic—and walkable—cities, the Loews Boston Hotel is just steps away from the 170-year-old Boston Public Garden, the first public botanical garden in the United States. The nearby Freedom Trail, a famous 2.5-mile, brick-lined route, bears witness to 16 historically significant Boston attractions. The Loews Boston Hotel has 225 elegantly appointed guest rooms, a state-of-the-art gym and a brand new restaurant, Precinct Kitchen & Bar—a far cry from the holding cells and interrogation rooms that once made up the building.

Two years after Rowe's sudden death in 1940, his estranged widow sold the hotel to the U.S. government, and the property was converted to an extravagant convalescent center for battle-fatigued WWII airmen.

"It was a model facility," Abbaticchio continues. "Officials from around the world who were interested in developing similar facilities in their own countries came and toured it. The Army closed it in 1945 and it was reopened as a regional office for the Veterans Administration."

The office was closed in 1967, however, and afterward, the castle-like structure slowly slipped into an unimaginable state of disrepair—covered with graffiti and destined for the wrecking ball.

"The St. Pete community saved the hotel in 1972," Abbaticchio explains.

"They formed a preservation group and found a buyer who revived it." The Don was named to the National Register of Historic Places in 1974, and in 2003 it once again experienced a rebirth, becoming the Loews Don CeSar Hotel and entering another period of revitalization.

Still sporting its signature pink exterior, the hotel now has more than 277 guest rooms and suites, 11,000 square feet of spa facilities, the award-winning Maritana Grille, meeting space and more. Today, after 86 years and millions of dollars of renovations and enhancements, the Loews Don CeSar Hotel once again complements the sugary sands and turquoise waters of the Gulf with the kind of energy reminiscent of the days of Gatsby.



Loews Regency Hotel is in a prime midtown location on Park Avenue at 61st Street.



Top: Sophia Loren arriving at Loews Regency in the 1960s; bottom: Robert and Joan Tisch with Frank Sinatra

The Return of Loews Regency

In January 2013, **Loews Regency Hotel** closed its doors for a yearlong hiatus to undergo a comprehensive \$100 million renovation. It reopened in January 2014, revealing a completely revamped space that personifies the fresh, vibrant vision of Jonathan Tisch, chairman of Loews Hotel & Resorts.

"It's still the Regency with its signature service and New York vibe, but now it's updated for this era—every aspect of the hotel was updated," explains Jim McPartlin, managing director of Loews Regency Hotel. "It blends contemporary design with classic style."

The building's grand entrance hall features a lavish design and an expansive 24-foot-high ceiling. McPartlin describes the revitalized lobby as "bright and relaxing—simply breathtaking," with wall-to-wall white and black marble and intimate lighting fixtures that draw guests' eyes upward.

The hotel's new restaurant, The Regency Bar & Grill, managed by the famed Sant Ambroeus Hospitality Group, features a menu geared toward market fresh ingredients and innovative interpretations of classic dishes that combine local produce with cosmopolitan flavors.

"One of my favorite additions is the Sant Ambroeus Coffee Bar, adjacent to the restaurant," McPartlin says. "It's a wonderful little spot to grab a croissant and a cup of coffee, and it has a separate, convenient entrance on 61st Street."

The renovation also includes the addition of the 10,000-square-foot Julien Farel Restore Salon & Spa. The celebrity hairstylist's new flagship location features 32 custom-designed hair stations, private rooms for VIP clients, anti-aging treatments and more.

"As for the exterior, the limestone facade was lovingly cleaned," McPartlin adds. "We added new landscaping, awnings and flagpoles, and we replaced the old windows with noise-reduction windows that really block out the city's traffic. It's the same historic Regency, but it's more beautiful and has more offerings than ever."

A City Icon

Perfectly situated on the corner of Park Avenue and 61st Street in midtown Manhattan, the iconic Loews Regency Hotel has epitomized Park Avenue hospitality since brothers Robert and Laurence Tisch first opened its doors in the spring of 1963. Originally named the Summit, the hotel attracted immediate attention for being ahead of its time with innovations in the hospitality industry: a concierge, silent typewriters, combination bar-refrigerators, bathroom telephones and stereophonic televisions.

"As a young hotel, the Regency hosted a veritable who's who of celebrities and famous people," says Jim McPartlin, managing director of Loews Regency Hotel. "Richard Burton and Liz Taylor made it their New York home during the filming and post production of 'Who's Afraid of Virginia Woolf?'"

During the 1970s, in the midst of New York City's financial meltdown, Robert Tisch began inviting the city's movers and shakers from both the public and private sectors to the Regency's dining room to discuss strategies to jump-start the city's recovery over breakfast.

"And so the concept of the Power Breakfast was born here at the Regency," McPartlin says. "Back then, it wasn't uncommon to see prominent businessmen and politicians like Marvin Traub, Bill Rudin or David Dinkins here. It was where great deals were made—and still is." Today's regulars include Hillary Clinton, Al Sharpton, Katie Couric, Larry King, Sofia Vergara, and other notable celebrities, financiers and politicians.

"And there's always a member of the Tisch family here, moving from one table to another, greeting guests and taking part in discussions," McPartlin adds. "So the Regency's Power Breakfast remains a signature event [and] a great opportunity to dine with the most powerful and influential professionals of our time."

Loews Regency Hotel has just undergone another milestone in its history: dramatic renovations that will further solidify the hotel's reputation as a New York City institution for another 50 years and beyond.



A Landmark Among Landmarks

Revered Washington, D.C., developer, philanthropist and art collector Marshall B. Coyne built the grand Madison Hotel in 1963, placing it in the heart of the nation's capital city. The hotel set unprecedented standards for luxury accommodations in Washington; the elegant interior caused a stir with crystal chandeliers and sophisticated furnishings. Since January 2013, the hotel has been part of Loews Hotels & Resorts, now known as the Loews Madison Hotel.

Cheraz Ecker, general manager of the Loews Madison Hotel, says that the hotel—heralded as “Washington’s Correct Address”—was named after James Madison, fourth president of the United States.

“Coyne was also a history buff who held a special interest in and admiration for Madison,” Ecker continues. “Washington didn’t have a monument honoring Madison, so Coyne named the hotel for him, furnished the rooms with antiques from his personal collection and gave it the same high standard of luxury and service central to Montpelier, Madison’s plantation estate in Virginia.”

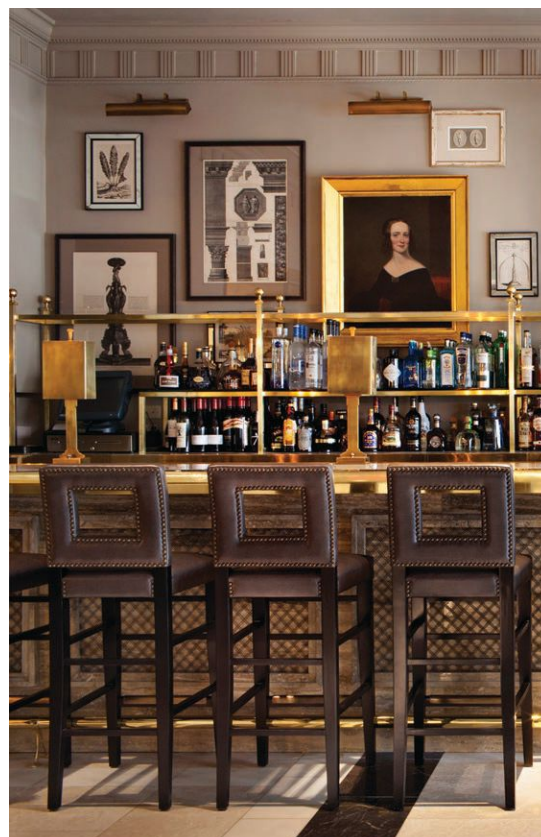
The hotel’s moniker foreshadowed what would be a future filled with executive visits: Every president since John F. Kennedy excluding President

Barack Obama has been a guest of the Madison. “President John F. Kennedy was the guest of honor at the hotel’s opening ceremony,” Ecker says. “His presence that day was a personal endorsement and since then, countless heads of state, diplomats, business figures and celebrities have relied on the Madison for its perfect blend of D.C. class and comfort, personalized service and our attention to the unique security needs of our distinguished guests.”

The hotel’s long list of VIPs includes the likes of former U.S. Secretary of State Henry Kissinger, former South African President Nelson Mandela and even the Dalai Lama.

“Frank Sinatra stayed here a lot while he was being investigated for ties to organized crime, preferring a room on the second floor overlooking 15th and M streets,” Ecker explains. “Someone asked him why he favored that particular room, and he smiled and replied, ‘If I had to, I could jump out the window and escape.’ He ordered a peanut butter and jelly sandwich and a cocktail every night before going to bed.”

The hotel’s reputation as the place to see and be seen endures with this year’s unveiling of a new signature restaurant from chef Jose Garces called Rural Society. In addition to its stylish interior, upscale restaurants and



bar, and unrivaled service, the Loews Madison Hotel offers the perfect vantage point from which to experience Washington, D.C. The hotel is within walking distance of the White House, National Mall, Ford’s Theatre and other attractions, preserving the historic structure’s distinction as “Washington’s Correct Address.” **L**

Formerly the Madison Hotel, the Loews Madison Hotel has been visited by every U.S. president since John F. Kennedy through George W. Bush, including Gerald Ford (pictured).



 Marietta

Walt ST NW

Lucie ST NW

For many scenes in "The Walking Dead," Atlanta was transformed from a lively city to a zombie's playground.

COURTESY OF AMC

AS SEEN ON TV

From the hills of Hollywood to the shores of Miami Beach, these cities are the backdrops for some of today's most popular television shows.

BY PETER A. BALASKAS



HBO/PHOTOEST © HBO

New Orleans is a dynamic set for the crime drama "True Detective" on HBO.

Think Hollywood's the only place for celebrity sightings? Think again: A new crop of North American cities is attracting production crews and, along with their programs, some A-list stars. Nashville's Riverfront Park, Atlanta's Civic Center, Miami's South Beach and New Orleans' French Quarter have all taken their turns in front of the camera in recent months, and they're only gaining industry buzz. With your favorite TV shows in mind—from "The Walking Dead" to "Nashville" and anything in between—you can experience these cities in entirely new ways while exploring the stomping grounds of some of the silver screen's most memorable characters. You just need to know where to look.

The Magic of New Orleans

New Orleans is known for its rich French and Creole culture, its jazz and, of course, Mardi Gras. But according to Chris Stelly, executive director of the Louisiana Office of Entertainment Industry Development, New Orleans has another quality that just can't be put into words.

"There's always that mystical draw toward the city," he says. "Filmmakers, TV producers and directors ... come down to New Orleans [for its] artistic ambience that you don't get anywhere else."

New Orleans-based shows have brought a lot of attention to the Big Easy, promoting its history, culture and people. One recent addition to the laundry list of programs that have turned the city into a set is FX Network's

"American Horror Story: Coven," the third installment of the supernatural anthology that explores witchcraft in 19th-century New Orleans.

"For 'American Horror Story: Coven,' you really have a built-in background actor in the city itself," Stelly says. "It's a place where you can kind of feel these ... mythical things happening with the rich history."

The hit show gives New Orleans plenty of screen time. Shooting locations include the imposing Buckner Mansion on Jackson Avenue near the Garden District; Audubon Park, seemingly untouched by time in certain areas; and the stately Round Table Clubhouse across from Tulane University.

Other series filmed in New Orleans include the ABC Family-produced teen drama "Ravenswood," HBO crime anthology "True Detective" and the critically acclaimed "Treme," which delved into the lives of those who reside in the Treme, one of the oldest neighborhoods in the city. (The show, from Executive Producer David Simon, who also created HBO's "The Wire," aired its final season on HBO in 2013.) Head to the French Quarter and Bywater neighborhoods to hear live jazz played at some of the bars and nightclubs that were used in the series—the same sounds that have solidified this city's reputation as a dynamic character in its own right.

Atlanta in Focus

Another hot spot in the South, Atlanta, is taking a stand as a significant filming center—courtesy of an iconic game show, clever maids and a growing number of zombies.



Left: Scenes from "Nashville" have been filmed at the Bluebird Cafe. Below: Although the show is set in Ohio, "Glee" is filmed in Los Angeles.



© FOX BROADCASTING



© THE CW

Landmarks in and around Atlanta can be seen in "The Vampire Diaries."

"The Walking Dead" is a great example of the impact of the industry; the show [films] in Atlanta as well as several other small towns outside of the city," says Lee Thomas, division director of the Georgia Department of Economic Development.

Fans of this AMC series can check out Atlanta landmarks used in the show like the Cobb Energy Performing Arts Centre, transformed into the show's Centers for Disease Control and Prevention, and Grant Park, the setting for some of the most memorable scenes starring the show's undead celebrities.

Also produced in Atlanta is long-running game show "Family Feud." For more than 20 years, the syndicated show taped in California until comedian

Steve Harvey took over as host. It's now filmed at the Atlanta Civic Center in front of a live audience, and visitors and residents can be a part of tapings during spring and summer by buying tickets online (on-camera-audiences.com).

Lifetime's dramedy "Devious Maids" incorporates other city attractions like the High Museum of Art, the Atlanta Botanical Garden and the Fox Theatre, while the CW's "The Vampire Diaries" has filmed at Emory University's moody Briarcliff Campus, a building listed on the National Register of Historic Places.

"Atlanta has played an important role in the television industry," Thomas says. "[We offer] production companies an excellent selection of filming locations, an established crew base, access to world-class amenities, accessibility through the world's busiest passenger airport and much more."

Music City Spotlight

Nashville's reputation traditionally conjures up images of honky-tonks and country music stars, but Music City currently makes cameos in some of prime time's most popular front-runners. Robert Raines, executive director of the Tennessee Film, Entertainment & Music Commission, explains that the city's newly adopted role as a hub for TV production relies on a simple concept: talented people coming together and creating an environment that stimulates all forms of creativity.

"Artists and musicians from all over the world descend on Nashville to be around others that possess similar talents," he says. "This creates a unique environment of collaboration and lifestyle that coexist with established entertainment businesses."

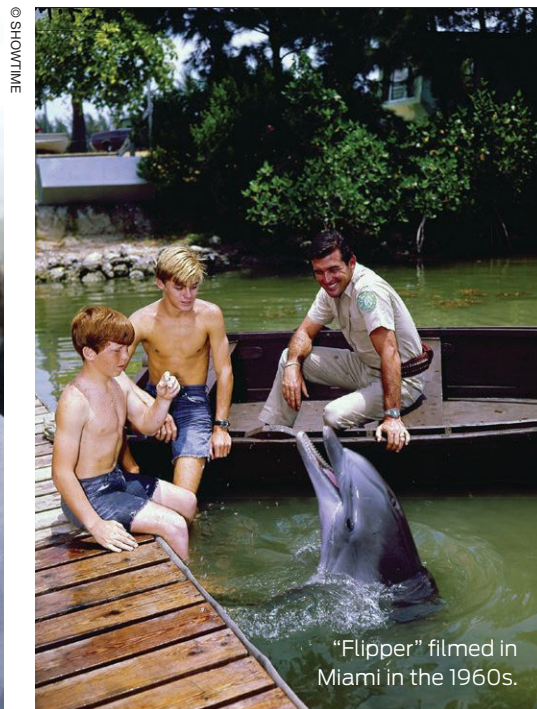
Music migrated onto the small screen long ago, beginning with ABC's "Grand Ole Opry" in the 1950s and continuing with CBS variety show "Hee Haw" and "The Johnny Cash Show," which aired on ABC from 1969 to 1971. Country musicians like Tim McGraw, Carrie Underwood, Taylor Swift, Faith Hill and LeAnn Rimes all crossed over from the stage to both film and TV.

In terms of recent Nashville programming, reality shows such as TNT's "Private Lives of Nashville Wives" and Bravo's "Thicker Than Water" focus on family drama, whereas A&E's "Crazy Hearts: Nashville" and Lifetime's "Chasing Nashville" showcase up-and-coming musicians who deal with fame, fortune and love while pursuing careers in the country music capital.

The biggest draw for TV fans is ABC prime-time drama "Nashville," which stars Connie Britton as a country music artist whose career is threatened by a young sensation played by Hayden Panettiere. Scout out the series' key venues, such as the Bluebird Cafe, Sky Blue Cafe and Watermark Restaurant, or explore outdoor icons like the Cheekwood Botanical Garden



The Miami Homicide Department chases criminals around Miami in "Dexter."



"Flipper" filmed in Miami in the 1960s.

and Museum of Art, Riverfront Park and the Parthenon in Centennial Park. With such diverse settings—from lively bars to gorgeous parks and residential neighborhoods—it's easy to see why Nashville is currently one of television's rising stars.

By the Beach

When the multitalented Jackie Gleason moved his variety show to Miami Beach in 1964, the area was instantly destined to be an essential part of television for its sun, sand and carefree beach culture.

"Audiences fell for 'Flipper' and 'Gentle Ben,' [both] filmed at the Miami Seaquarium and North Miami's Ivan Tors Studio," says Graham Winick, the film and event production manager for Miami Beach. "Of course, 'Miami Vice' came along in the 1980s having equally seismic affects on South Beach and the television industry itself, as [producer] Michael Mann revolutionized the look of both."

Ocean Drive between 14th and 15th streets is where Showtime's "Dexter" hunted for a victim during the series' pilot. "Dexter" fans might not recognize the popular Collins Avenue, however, since the show's fictional beach, Miramar Playa, was digitally added. Also on Collins are the homes of two characters from Starz-aired mob drama "Magic City": Meg Bannock, played by Kelly Lynch, and Ben "The Butcher" Diamond, played by Danny Huston.

Tattoo aficionados can visit the parlor from reality series "Miami Ink" on nearby Washington Avenue and 13th Street (it goes by the name Love Hate Tattoo Studio).

Upcoming shows slated to spotlight even more of Miami include HBO's "Ballers," produced by and starring Mark Wahlberg and also starring Dwayne "The Rock" Johnson, as well as FX Network's "Hoke," produced by Oscar-winning Curtis Hanson and starring Paul Giamatti. With these new series in the works, Miami is poised to remain on screens in homes across America.

TV's Gold Standard

The Hollywood sign looms over Los Angeles like an ever-present beacon of the entertainment industry. As one of TV's best chameleons, LA has served as a geographic stand-in for almost every other major city around the world, thanks to its ethnic diversity and variety of urban architecture.

Among the multitude of shows that have recently used LA's cityscape are CBS's "The Mentalist" and "NCIS," as well as critically acclaimed programs like HBO's "True Blood," FX Network's "Sons of Anarchy" and AMC's "Mad Men." Although set in Ohio, Fox's "Glee" is filmed at Paramount Studios and Hollywood's Helen Bernstein High School.

Philip Sokoloski, vice president of integrated communications at

FilmL.A. (the official film office of the city and county of Los Angeles), says that although filming is common, there's no feasible way for tourists to make concrete plans to visit actual production sites; delays and last-minute schedule changes often occurs. He recommends researching local tour companies that include visits to popular film sites. Those looking to witness stars in action can also get tickets to a show filmed in front of a live studio audience, such as "The Big Bang Theory," filmed at Warner Bros. Studios in Burbank, or "Jimmy Kimmel Live," which tapes at the El Capitan Theatre in Hollywood.

"Downtown Los Angeles is the most commonly filmed area in Los Angeles and the place visitors are most likely to run into a film shoot," he says. "Spring [Street] and Broadway downtown are the area's go-to [places] for stand-in areas for New York, Chicago, et cetera. Los Angeles City Hall is used regularly for film production."

Another attraction that's famous in its own right, the Griffith Observatory, has frequently appeared in popular crime dramas like "Criminal Minds" on CBS and "The Closer" on TNT. Fans of Fox's "Bones" can visit the Natural History Museum at Exposition Park, whose exterior serves as the fictitious Jeffersonian Institute, the headquarters where special agent Seeley Booth, Dr. Temperance "Bones" Brennan and their team solve complex crimes each week. **L**

Book It

Fortunately for TV fans, there are Loews Hotels & Resorts in the country's most famous cities, just minutes from the filming locations of your favorite shows. The concierges and staff at these destinations are more than willing to help you on your mission to experience these settings off-screen.

Rated among the Top 50 Large City Hotels in the U.S. and Canada by Travel + Leisure readers, **Loews New Orleans Hotel** is only 2 miles from the Treme, a historic district that's played host to many TV shows.

Besides staying less than a mile from the High Museum of Art and historic Fox Theatre, guests of **Loews Atlanta Hotel** (and fans of "The Walking Dead") can take a trip to Grant Park and retrace the steps of Rick Grimes as he escaped the show's infamous flesh-eating antagonists.

Guests staying at **Loews Miami Beach Hotel** can imagine the drama of "Dexter" and "Magic City" taking place on the famed Collins Avenue, where the hotel is set, and also enjoy the tranquility of the beach that's just steps away.

Loews Vanderbilt Hotel in Nashville, Tenn., is just a short drive away from two famous locations from the popular "Nashville" TV series: the historic Bluebird Cafe and Cheekwood Botanical Garden and Museum of Art.

The epicenter of TV shooting locations, Los Angeles is also home to two Loews Hotels: **Loews Hollywood Hotel**—in the Hollywood & Highland Center, across from the El Capitan Theatre where "Jimmy Kimmel Live" is filmed—and **Loews Santa Monica Beach Hotel**, which is walking distance from Santa Monica State Beach, made famous as the beach where "Baywatch" was filmed.



Sumatran tigers are an endangered species from the Indonesian island of Sumatra, but they can be seen at the Los Angeles Zoo.



Zip lining at the San Diego Zoo's Safari Park; panda mother Bai Yun and cub Xiao Liwu at the San Diego Zoo; observing gorillas at Boston's Franklin Park Zoo

LIONS AND TIGERS AND BEARS, *Oh My!*

Discover your wild side at world-class zoos across the country.

BY CHELSEA DAY

Adventurers and animal enthusiasts don't have to travel too far to rock out with a rhino or see sharks make a splash. Some of the world's most renowned zoos and animal-loving locales are closer than you think—and the whole family can romp and roam its way through them, all while contributing to global conservation efforts. Here, we explore some of the country's top wild experiences.

Zoo in Two

The San Diego Zoo is known the world over for its breathtaking exhibits and wide-reaching efforts to help endangered animal populations. A stroll through its grounds gives you an abundance of opportunities to observe creatures in their natural habitats as well as sneak peeks at rare species. In fact, the facility is one of very few zoos in the world that's home to giant

pandas, and each bear has become an international celebrity.

The zoo's exhibits, such as the recently added Conrad Prebys Australian Outback, are constantly growing and evolving, making every trip a new experience. For an especially educational and interactive trip, you can take additional tours: Purchase a Backstage Pass to get up close and personal with some of the animals, or experience the Inside Look Tour that assigns you an experienced guide to give you the inside scoop on how the zoo cares for all of its inhabitants.

The San Diego Zoo is so popular, visitors are often surprised to discover that it operates a second location called the San Diego Zoo Safari Park. Just a short drive north, the Safari Park features expansive open ranges and interactive activities like the Jungle Ropes Safari—which allows thrill-seekers to zip line across lofty rope bridges and soar over greenery (with assistance

from the zoo staff, if necessary). Back on terra firma, Lorikeet Landing provides a great photo opportunity; kids can get their pictures taken as the friendly birds enjoy snacks right out of their hands. Both the San Diego Zoo and Safari Park also host special events throughout the year, so be sure to check sandiegozoo.org for details when planning a trip.

Flora and Fauna

It may be known for celebrity sightings and glamorous shopping, but Los Angeles also has an untamed side—and you can find it at the Los Angeles Zoo and Botanical Gardens. Located in gorgeous Griffith Park, the Los Angeles Zoo is a one-stop destination for an entire day of sightseeing, just a stone's throw from the buzz of Hollywood. Attracting 1.6 million visitors year-round, the renowned attraction is home to 250 different species on 133 acres. The

Below: Interacting with penguins at Audubon Aquarium of the Americas; right: a black bear at Stone Zoo; far right: a collared brown lemur in the Madagascar exhibit at the Bronx Zoo



More Animals Across America

Atlanta: Georgia Aquarium (georgiaaquarium.org)
 Miami: Zoo Miami (miamimetrozoo.com)
 Montreal: Space for Life (montrealspaceforlife.ca)
 Nashville: Nashville Zoo (nashvillezoo.org)
 Washington, D.C.: Smithsonian's National Zoo (nationalzoo.si.edu)



The New England Aquarium houses the Giant Ocean Tank, which is home to more than 2,000 different animals.

zoo has a particularly strong focus on preservation and research, participating in projects that help to save and restore populations of endangered species like the golden lion tamarin, Visayan warty pig and California condor.

Visitors also have the chance to do more than just gaze at the animals. “The LA Zoo offers interactive exhibits that get the whole family involved,” says Connie Morgan, president of the Greater Los Angeles Zoo Association (GLAZA), the nonprofit organization that funds the zoo. “The Indian Rhino Encounter offers a chance to feed and touch a live rhino. There’s the Tom Mankiewicz Conservation Carousel and seasonal events such as Big Bunny’s Spring Fling, Boo at the Zoo [and] the Reindeer Romp.”

Programs created specifically for little ones, such as ZooCamp for children ages 4 to 9 and other educational classes, teach kids about nature through games, crafts, stories and live animal encounters. For kids and adults alike, the zoo’s most popular sights are the LAIR (living amphibians, invertebrates and reptiles), Elephants of Asia



and Campo Gorilla Reserve. “Visitors enjoy the zoo as a wonderfully adventurous place to have a good time while learning the importance of saving and protecting wildlife,” Morgan says. An eagerly anticipated Rainforest of the Americas habitat is also scheduled to open this year; the exhibit will be an immersive tropical environment.

Beasts of Boston

Over on the East Coast, Zoo New England is made up of two separate facilities on opposite ends of town: the 72-acre Franklin Park Zoo in Boston’s historic Franklin Park, and the 26-acre Stone Zoo in Stoneham (9 miles north of downtown Boston). A highlight at Franklin is Breakfast with the Animals, which allows families early entry to the zoo and a continental breakfast, accompanied by a staff member who can chat with guests and answer even the wildest questions about the animals. At Stone, you can see a diverse variety of animals ranging from the lynx and arctic foxes of the Canadian woods to the Sierra Madre’s Gila monsters and even friendly barnyard critters that you can interact with.

Boston’s wild streak doesn’t end there. For sea life encounters, take a trip to the New England Aquarium, situated on the Central Wharf. Say hello to the colony of penguins that lives on the first level of the aquarium—you’ll recognize the African penguins by their loud call that sounds like a donkey’s bray, rock-hopper penguins by their fierce “hairdos” and blue penguins by their tiny stature. Kids will get a kick out of the open-air New Balance Foundation Marine Mammal Center, where they can watch seals, sea lions and northern fur seals at play. Marvel at the Yawkey Coral Reef Center, a seven-tank wonder that gives close-up views of eels, sea urchins and other water-dwelling



creatures. Feel your way through the Trust Family Foundation Shark and Ray Touch Tank, the largest tank of its kind on the East Coast. “You can touch a variety of species of rays and small sharks as they swim by in a beautiful lagoon setting,” says Tony LaCasse, media relations director for the New England Aquarium. “Most importantly, you will learn about the urgent need for shark conservation around the world.”

The aquarium’s activities extend beyond its walls with the New England Aquarium Whale Watch, a program formed in partnership with Boston Harbor Cruises that takes people out on the water with an aquarium expert to witness whales and dolphins feeding and playing in the Stellwagen Bank National Marine Sanctuary. The catamarans depart from the wharf from late March through October, and tickets are available online or at the aquarium.

Dive Into New Orleans

A trip to the Audubon Aquarium of the Americas in New Orleans is not only a fun family outing but also an informative look into the region’s crucial fishing industry. The new Geaux Fish exhibit is an interactive display that teaches guests about the area’s seafood and its importance to Louisiana’s economy. You can cast a virtual reel, visit a seafood market or even hop on a fishing boat, all inside this educational presentation.

The aquarium also offers Backstage Penguin Passes for those who want to meet, touch and learn about African penguins. Go from sea to air at Parakeet Pointe, an 800-square-foot outdoor environment where guests can feed birds and observe them in flight. The aquarium also features a Stingray Touchpool, Mississippi River Gallery and Hurricane Simulator.

The Audubon Aquarium belongs to a family of museums ideal for animal enthusiasts, collectively called the Audubon Nature Institute. The institute also features an insectarium, zoo and Imax theater.

Urban Jungle

City and nature collide at the Central Park Zoo, where you can meet creatures from the tropical rainforest against the backdrop of the Manhattan skyline. More than 150 species from around the world reside here, including red pandas, snow monkeys and poison dart frogs. The zoo's 4-D Theater offers another way for kids to connect with creatures, with sensory stimuli like water mist, bubbles, leg tickles and seat vibrations that play to imaginations as 3-D images dance onscreen.

Head north and you'll find the largest metropolitan zoo in the world: the Bronx Zoo. Among its 6,000-plus animals are lemurs and crocodiles in the Madagascar exhibit, gibbons and tapirs in JungleWorld, and gorillas in the Congo Gorilla Forest. Kids can bug out on the creepy crawly Bug Carousel or explore the Butterfly Garden. The Animal Activity Trail lets families find their inner animal with a workout that'll have kids tuckered out just in time for an afternoon nap.

Over on Coney Island, the New York Aquarium offers a glimpse of the world's oceans, with cownose rays and moray eels peeking out from a coral reef while pretty piranhas circle the underwater greenery. Here you'll also get a peek into Brazil's flooded forest and even learn about sustainability in your own home.

Ravaged by Hurricane Sandy in 2012, the aquarium saw many of its exhibits destroyed. Fortunately, the community banded together on the path to recovery and helped to reopen the aquarium just seven months later as part of an ongoing transformation toward an interactive gathering space. The aquarium recently broke ground on a new 57,000-square-foot shark exhibit slated to open in 2016.

America's First Zoo

The Philadelphia Zoo opened in 1874, giving it the distinction of being the first zoo in the country. Since its



The Philadelphia Zoo's reptile and amphibian house has 47 naturalistic exhibits where families can view snakes, frogs, turtles, crocodiles and more.

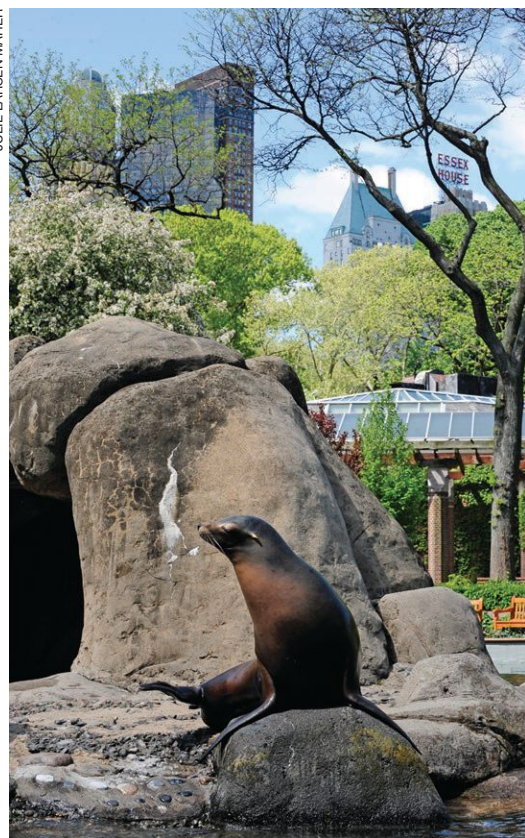
opening, it's grown to house more than 1,300 animals and features an array of exhibits and special encounters like balloon rides, camel safaris, swan boats, a carousel, a lorikeet experience and a miniature railroad. See numerous endangered species including rare orangutans, spider monkeys, fruit bats, gorillas, birds and leopards.

Perhaps the most engaging animal experience available is the one-of-a-kind trail system, a campus-wide series of elevated passageways that allows monkeys, lemurs and apes to traverse outside of their normal exhibits. The Philadelphia Zoo also has architectural and landscape features that pay homage to the rich history of the area, making this a destination

for education in multiple curriculums. In addition, a facility called KidZooU was built especially with kids ages 2 to 13 in mind. The area engages young visitors by teaching them about animal care, and houses goats, sheep, ducks, butterflies, fish and more.

Whichever wild destinations they choose to explore, visitors both young and old are bound to learn something new. In the words of Jennifer Fields, a spokesperson for the Association of Zoos and Aquariums: "Hometown residents and families from out of town will meet amazing animals and discover fascinating habitats, enabling them to take away experiences and conservation messages they will remember for many years to come." **L**

JULIE LARSEN MAHER



Guests of the Central Park Zoo are immersed in wild environments without having to leave the urban environment of New York City.

Book It

Fortunately for those who fancy themselves amateur zoologists, there are Loews Hotels & Resorts located conveniently close to the country's top zoos.

Just a short trip across the San Diego-Coronado Bridge from the San Diego Zoo, **Loews Coronado Bay Resort** offers a breath of fresh air with a stunning waterfront location, convenient access to nearby attractions and plentiful on-site amenities.

When visiting the Los Angeles Zoo, travelers can choose from two Loews destinations: **Loews Hollywood Hotel** puts you right in the middle of star-studded sights, complete with picture-perfect views and a rooftop pool. Across town, laid-back luxury beckons at **Loews Santa Monica Beach Hotel**. Savor the sensational ocean-themed restaurant and spa at this beachfront resort nestled between Malibu and Venice.

Historic charm and contemporary comfort mingle at **Loews Boston Hotel**, housed in the former Boston Police Headquarters. Just a few miles from the Franklin Park Zoo, the hotel features state-of-the-art amenities to put travelers at ease along the famous cobblestone promenades.

Let the good times roll at **Loews New Orleans Hotel** in the heart of the city, an easy and scenic walk from the Audubon Aquarium of the Americas. World-class cuisine and impeccable service await those who seek an authentic Big Easy experience.

New York's recently renovated **Loews Regency Hotel** puts midtown Manhattan at your fingertips, and is located just a short distance from the Central Park Zoo.

You'll feel the love at the **Loews Philadelphia Hotel**—a short car, train or bus ride from the Philadelphia Zoo—and home to gracious hospitality, adventurous cuisine and a full-service spa. Don't forget to take a dip in the heated, two-lane lap pool.

Now Trending

The latest news from Loews Hotels & Resorts

Tweet, Stay, Sleep With #BookLoews

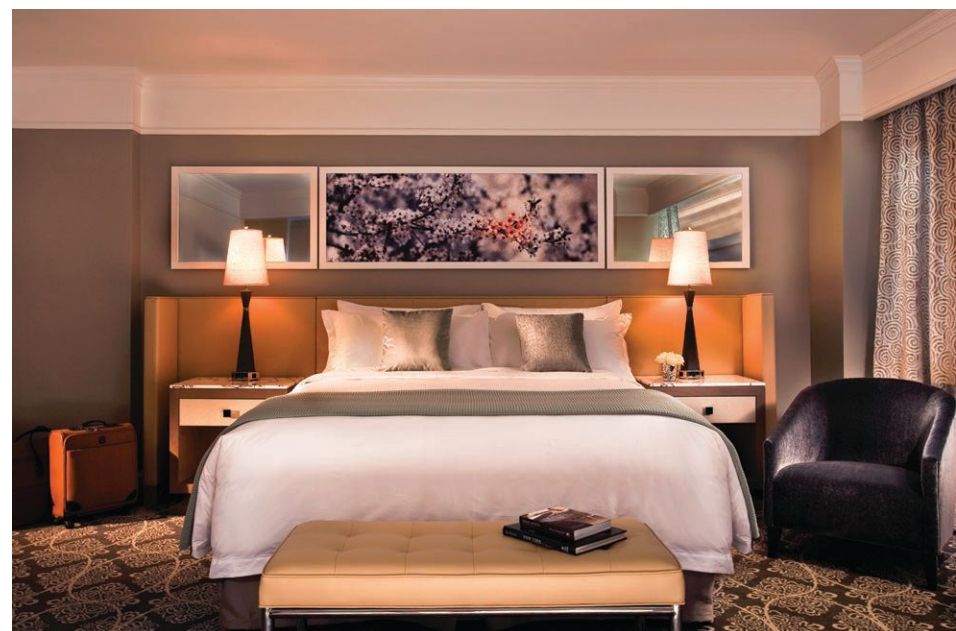
Twitter is no longer just a platform for users to vent their frustrations or keep up on celebrity gossip—Loews has taken the social media site and turned it into a convenient way for patrons to book a stay at 15 different Loews Hotels & Resorts. Officially called Loews Hotels Social Reservations, the campaign was launched in November and allows guests to conveniently book their hotel rooms by tweeting the hashtag #BookLoews to @Loews_Hotels. Users will then be prompted to join a secure and private Twitter conversation with a Loews travel planner in which the rest of the transaction will be completed. By creating a way for guests to merge their everyday social media habits with the hotel group, not to mention book their travel plans in an easy and efficient way, Loews hopes to grow its customer base and stay in touch with travelers who are already fans.

Renovations Completed at Loews Regency Hotel

After 50 years in business, Loews Regency Hotel, the iconic midtown Manhattan property that first opened its doors in 1963, received a well-deserved multimillion-dollar renovation. Situated on prestigious Park Avenue property just steps away from Central Park, Fifth Avenue shopping and Grand Central Station, the hotel sports an elegantly refurbished interior that's matched only by its prime location. The renovations represent the modern-meets-classic vision of Loews Hotels & Resorts chairman Jonathan Tisch, blending aspects like an opulent, high-ceilinged lobby with sleeker, more contemporary furnishings. The luxury accommodations remained closed for more than a year while the hotel underwent the extensive \$100 million renovation that revamped everything from the guest rooms to the front desk. Since reopening its doors Jan. 16, Loews Regency Hotel has welcomed guests to enjoy reimagined guest rooms, 58 suites and four new private meeting rooms.

A number of substantial upgrades have been made to the hotel space, including a brand new salon and adjacent spa by elite hairstylist Julien Farel and a tempting new restaurant. The improved amenities will place everything guests may need right at their fingertips. Farel's 10,000-square-foot flagship salon provides travelers and New York residents alike with a prime location to get primped and pampered, while the Julien Farel Anti-Aging Spa next door specializes in traditional French techniques to renew and transform skin. The Regency Bar & Grill, the new restaurant helmed by Executive Chef Dan Silverman, offers guests market-fresh fare that combines classic American dishes with international flavors. Known since 1975 for its popular Power Breakfast, the restaurant may have been entirely updated but it remains true to its original intent of bringing together Manhattan's power players over the most important meal of the day.

The final addition is a state-of-the-art fitness facility. Spanning 1,700 square feet, the center is open 24 hours daily, allowing guests to take advantage of high-tech workout equipment at any time of day or night. Personal training and private health care assessments are also available and can be arranged through the hotel's on-site concierge.





An All-New Loews Boston Hotel Awaits

The Loews Boston Hotel, which began extensive renovations last November, unveiled a new look earlier this spring. Developments began with a transformation of the front desk and concierge area, which saw high-tech pods replace the original check-in desk. The new Apothecary lounge offers guests a comfortable spot to work, enjoy coffee, breakfast or cocktails, or simply unwind and watch TV on the nine-panel media wall. This cozy space with large windows overlooking the Back Bay neighborhood features plenty of comfortable seating, a large library-style communal table, and multiple outlets within arm's reach so guests can stay connected. Renovations also included the addition of a brand new restaurant and lounge, Precinct Kitchen + Bar. The intimate space reflects a warm, den-like environment with an open kitchen and a range of seating options, from couches in the lounge area to comfortable booths in the dining room. Guests may now order handcrafted cocktails courtesy of the bar's mixologist and bourbon expert. Guest rooms were also renovated with designs to mimic a finely tailored suit, blending urbane style with modern functionality. Multiple electrical outlets and visible USB ports will allow for convenient connection for electronics, while houndstooth chairs, new wall coverings and chic window treatments reflect the timeless refinement of one of America's most historic cities.

Loews Staff Members Moonlight as Bloggers

Among the improvements and renovations to many of its hotels, Loews Hotels & Resorts has also updated the features of its official blog, "Wish You Were Here," at loewshotelsblog.com. Aside from the site's modernized look and feel, readers can expect to see even more relevant content about the hotels, their surrounding cities and timely events. Additionally, team members are now contributing to the blog, providing authentic local insight. From chefs to VIP managers, a variety of Loews staffers will give readers true insiders' perspectives on all the most exciting happenings at every Loews property and city.

Bank & Bourbon Arrives in the City of Brotherly Love

Philadelphia is a city rich in American history and culinary culture alike. This spring, the newest restaurant to arrive at the Loews Philadelphia Hotel, the tavern-style Bank & Bourbon, will combine those elements and create an inherently vintage yet sophisticated dining experience. Chef Thomas Harkins will oversee a menu of American favorites and signature cocktails, and he's made sure to bring his Philadelphia

roots along with him for inspiration. Fare will vary from appetizers and small, snack-like options to entrees featuring high-quality steaks and seafood.

An unmatched bar menu will see barrel-aged bourbon take center stage alongside traditional and modern handcrafted cocktails, and visitors to the dining destination will even be able to chat with a resident "bourbon master." Much like a sommelier does during a wine selection, the bourbon master will be able to provide knowledgeable information about the history and components of the different bourbons available, as well as offer suggestions to best complement each guest's tastes and meal choices.





The Room to Be Free

Loews Hotels & Resorts aims to provide you with all the comforts of home—or business. Now, guests can enjoy complimentary Wi-Fi in every guest room at each of the 19 Loews Hotels across North America.



Beauty Update

Loews Hotels & Resorts kicked off the new year by unveiling brand new collections of hair, bath and body care products to be featured in all guest rooms. Davines, a family-owned luxury brand with more than 20 years of industry experience, now supplies all hair care products for the properties. Striving for sustainability and unparalleled quality, Davines' products are enriched with natural antioxidants and protective properties to enrich and improve hair. For bath and body care, Loews introduces Comfort Zone's spa-quality products—body lotion, soap and shower gel—featuring ingredients like Hawaiian algae, olive oil and atomized seawater. Comfort Zone is committed to environmental conservation and invests resources in reforestation efforts in Costa Rica.

A New Look for the Loews Hollywood Hotel

Loews Hollywood Hotel has recently undergone some exciting work: The high-rise property, which sits above the famous intersection at Hollywood and Highland, has revamped all 20 of its stories to create an experience that reflects the chic ambience of its host city. The new lobby boasts a minimalist design with mirrored columns and marble throughout, offering visitors an elegant yet inviting place to socialize and unwind. Updates of guest rooms follow the lead of the renovated lobby, featuring tailored design in monochromatic tones as well as accents such as rich textures and bright pops of color. Guests are able to enjoy gorgeous views from their rooms, many of which overlook both the Los Angeles skyline and the famed Hollywood sign. Additional guest room conveniences include USB ports in desks and nightstands, numerous electrical outlets, pod coffee makers and 37-inch flat-screen TVs.



A Tasteful Affair in Miami Beach

The Food Network South Beach Wine & Food Festival presented by Food & Wine, one of the nation's hottest annual gastronomy events, surpassed expectations yet again Feb. 20-23. Tens of thousands of attendees enjoyed all things food at the four-day celebration made up of more than 70 events, including dinners, seminars, tastings and cocktail parties.

Loews Miami Beach Hotel proudly served as host hotel for the event for the 13th consecutive year. Once again, the hotel was the setting for the Tribute Dinner, which has grown to be one of the top tickets at the festival. Loews Hotels & Resorts Chairman Jonathan Tisch served as master of ceremonies at the dinner which honored Union Square Hospitality Group CEO Danny Meyer and Caymus Vineyards owner and renowned winemaker Chuck Wagner. The elegant affair showcased dishes from Union Square Hospitality's successful roster of restaurants and chefs, in addition to exquisite cuisine prepared by Loews Miami Beach Hotel Executive Chef Frederic Delaire. All courses were paired with fine wines from the Wagner Family collection.



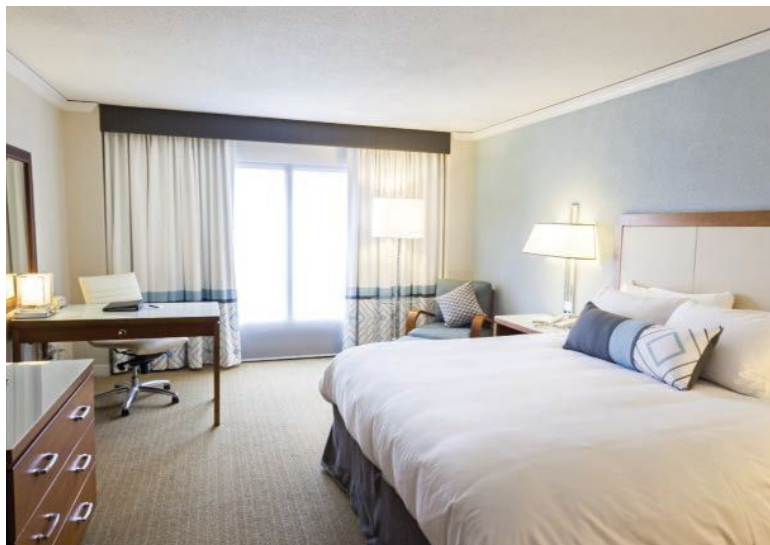
Festival chefs with Jonathan Tisch (center, left) and Danny Meyer (center, right)



Danny Meyer, Jonathan Tisch and festival creator Lee Brian Schrage

Refreshing Annapolis

After three years of renovations and updates, Loews Annapolis Hotel is excited to announce the completion of the final phase of its remodel. Drawing inspiration from the maritime culture of Annapolis, the hotel began its improvements with the overhaul of its lobby and meeting rooms which were unveiled in 2012. Recently, the guest rooms were modernized with 47-inch flat screen smart TVs, USB ports and extra power outlets for tech devices. Bathrooms now feature new amenities, shower heads, makeup mirrors and Doeskin bathrobes. Additionally, Keurig coffee makers will be available in every room. Living spaces have also been updated with new linens and a soft goods overhaul. As a final touch, the hotel added a beautiful art piece to the four-story atrium: a display of hanging sails that reflects the hotel's contemporary, nautical theme.



Loews Miami Beach 'Lures' Foodies to New Restaurant

Miami Beach, with its unhindered access to fresh seafood and shellfish, has long been a mecca for foodies. Now, one of New York's beloved SoHo restaurants, Lure Fishbar, has opened a second location in the Sunshine State at the Loews Miami Beach Hotel. The hotly anticipated eatery debuted in December under the purview of seasoned New York restaurateurs John McDonald and Joshua Pickard. In addition to an enviable location, Lure provides a spot to enjoy fresh seafood while sipping handcrafted cocktails by award-winning mixologist

Robert Ferrara. Executive Chef Jeff Raider and the New York location's executive chef, Josh Capon, have designed the Miami outpost's menu, which features a variety of appetizers, entrees, sushi and raw bar options, plus a balance of favorites from the original restaurant. Oysters are plentiful, available simply shucked or garnished with various sauces and salsas. Miami-inspired surf and turf dishes and the coconut curry steamed shellfish are sure to please, while New York favorites like lobster rolls will appeal to those looking for classic flavors.



MONTREAL FASHION AND DESIGN FESTIVAL PHOTO BY JIMMY HAMELIN



Montreal by Design

Renowned designers from around the world, models, fashion aficionados and even musicians will be part of the crowd that descends on Montreal Aug. 20-23 for the Montreal Fashion and Design Festival.

Founded in 2001, the Montreal Fashion and Design Festival debuts its first-ever hotel partnership with the Loews Hôtel Vogue this year. As the official hotel for the event, the Loews Hôtel Vogue is the place to be for those participating in the activities, and considered the headquarters for exciting cocktail parties and other exclusive events throughout the festival's run. Offering an atmosphere as stylish as the designs that will be seen on runways that week, the hotel also has special rates and in-room amenities for attendees. **L**



Loews Annapolis Hotel



Loews Portofino Bay Hotel at Universal Orlando



Loews Coronado Bay Resort

Distinctive DESTINATIONS

Whether you're planning a family vacation or a business trip, Loews Hotels & Resorts offers something for everyone in each of its distinctive destinations. From the entertainment capital of Hollywood to the business-savvy scene of New York City and the family-friendly destination of Orlando, Loews invites guests to experience the very best of travel and leisure.

West/Southwest

- 1. Loews Santa Monica Beach Hotel:** With a beachfront location in sunny Southern California, Loews Santa Monica Beach Hotel offers guests contemporary accommodations with a laid-back ambience. (1700 Ocean Ave., Santa Monica, Calif.; 310-458-6700)
- 2. Loews Hollywood Hotel:** With more than 600 guest rooms and suites boasting expansive views of Los Angeles, Loews Hollywood Hotel gives visitors the red-carpet treatment. (1755 North Highland Ave., Hollywood, Calif.; 323-856-1200)
- 3. Loews Coronado Bay Resort:** Flanked by the Pacific Ocean and Coronado Bay, Loews Coronado Bay Resort encompasses San Diego's surf culture and Southern California's charm in a tranquil location near Coronado Island's historic Village neighborhood. (4000 Loews Coronado Bay Rd., Coronado, Calif.; 619-424-4000)
- 4. Loews Ventana Canyon:** Nestled in the Catalina Mountain foothills on an expanse of ancient Sonoran Desert, Loews Ventana Canyon in Tucson offers a picturesque setting close to many attractions. (7000 North Resort Dr., Tucson, Ariz.; 520-299-2020)





Loews Miami Beach Hotel

Midwest

5. Loews Chicago Hotel (opening 2015): In the heart of the city just a block north of the Chicago River and two blocks east of Michigan Avenue, the Loews Chicago Hotel will feature 400 guest rooms, including 36 suites, a signature restaurant and meeting spaces.

South/Southeast

6. Loews Vanderbilt Hotel: Combining Southern hospitality with the energy of Music City, Loews Vanderbilt Hotel provides families and business travelers everything they need for an exceptional trip. (2100 West End Ave., Nashville, Tenn.; 615-320-1700)

7. Loews Atlanta Hotel: Southern style meets classic luxury at the Loews Atlanta Hotel, which offers a convenient location in the heart of the city, fine dining, a wealth of meeting space and more. (1065 Peachtree St., Atlanta; 404-745-5000)

8. Loews New Orleans Hotel: Awarded among Travel + Leisure's World's Best Hotels, Loews New Orleans Hotel offers fabulous food, jazzy cocktails and warm hospitality in one of the country's most vibrant areas. (300 Poydras St., New Orleans; 504-595-3300)

9. Loews Portofino Bay Hotel at Universal Orlando: Nestled along the scenic bay, the AAA Four Diamond Loews Portofino Bay Hotel recreates the charm and romance of the seaside village of Portofino, Italy, with cobblestone streets and outdoor cafes. (5601 Universal Blvd., Orlando, Fla.; 888-430-4999)

10. Loews Royal Pacific Resort at Universal Orlando: With swaying palm trees and azure waters, guests at the Loews Royal Pacific Resort are transported to the captivating isles of the tropics. (6300 Hollywood Way, Orlando, Fla.; 888-430-4999)

11. Hard Rock Hotel at Universal Orlando:

Experience the life of an A-list celebrity with luxurious recreational activities, a sand beach pool, the legendary The Palm restaurant and more. (5800 Universal Blvd., Orlando, Fla.; 888-430-4999)

12. Universal's Cabana Bay Beach Resort:

Transport yourself back to the 1950s and 1960s with exciting activities and amenities geared toward family fun in the sun. (6550 Adventure Way, Orlando, Fla.; 888-430-4999)

13. Loews Don CeSar Hotel: Built in 1928 to resemble a Mediterranean-style castle, the newly redesigned Loews Don CeSar Hotel is set on sandy beaches and has pristine views of the Gulf of Mexico. (3400 Gulf Blvd., St. Pete Beach, Fla.; 727-360-1881)

14. Loews Miami Beach Hotel: In the heart of South Beach, Loews Miami Beach Hotel is an Art Deco landmark that defines beachside elegance, featuring an oceanfront pool, rooftop terraces and luxury daybeds. (1601 Collins Ave., Miami Beach, Fla.; 305-604-1601)

East/Northeast

15. Loews Madison Hotel: Just a short distance from the White House in downtown Washington, D.C., Loews Madison Hotel offers guests a luxury experience with tailored amenities and the convenience of staying minutes from iconic landmarks and attractions. (1177 15th St., Washington, D.C.; 202-862-1600)

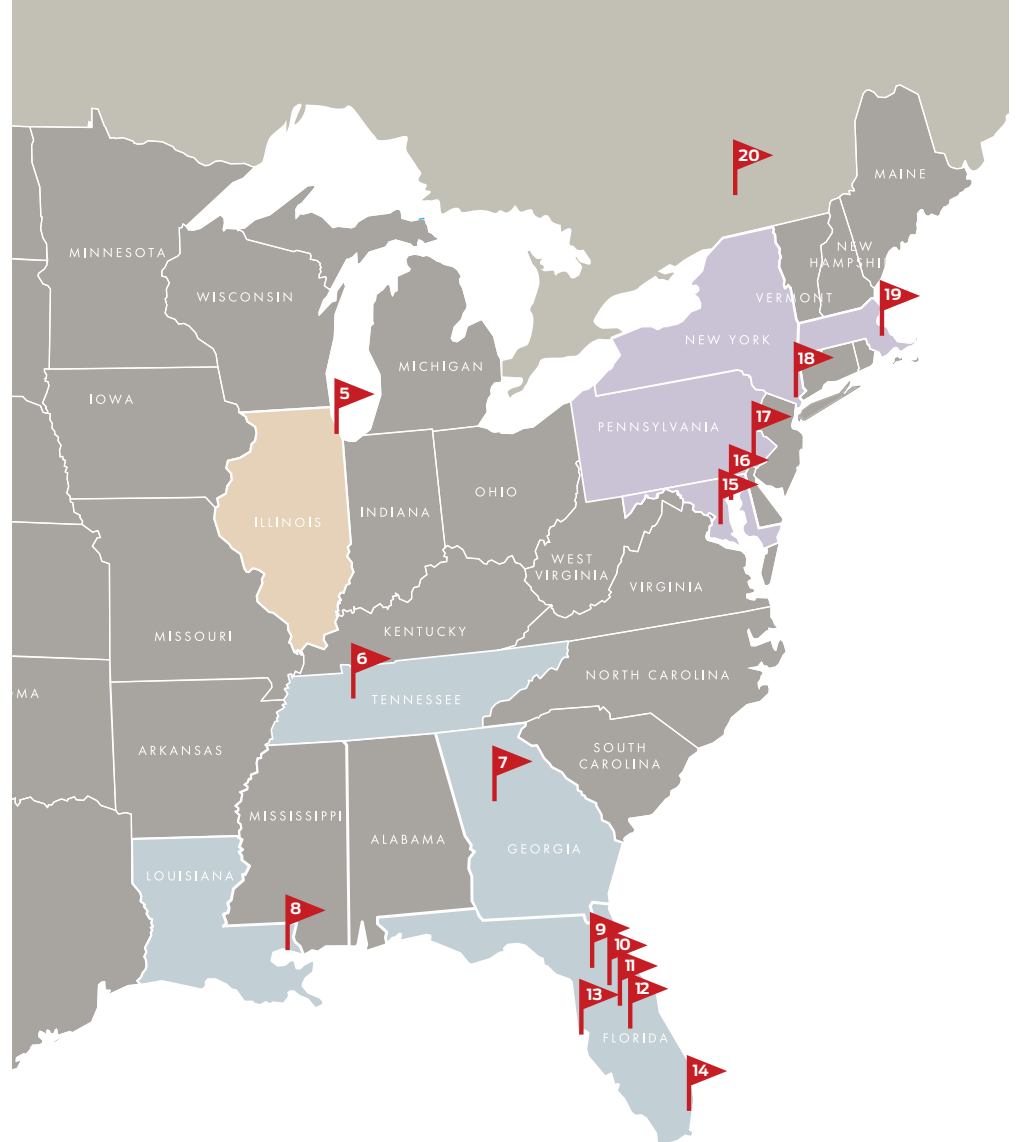
16. Loews Annapolis Hotel: Located just steps away from Chesapeake Bay, the Loews Annapolis Hotel gives guests the utmost attention with first-class service and amenities. (126 West St., Annapolis, Md.; 410-263-7777)

17. Loews Philadelphia Hotel: A landmark in the City of Brotherly Love, the Loews Philadelphia Hotel features skyline views and 581 guest rooms, including 12 suites and 54 concierge club rooms. (1200 Market St., Philadelphia; 215-627-1200)

18. Loews Regency Hotel: Set on Park Avenue, the newly reimagined Loews Regency Hotel features luxurious amenities and a prime location in midtown Manhattan, minutes from Central Park and other iconic attractions. (540 Park Ave., New York; 212-759-4100)

19. Loews Boston Hotel: Once the headquarters for the Boston Police Department, Loews Boston Hotel blends history with sophistication, set in the Back Bay neighborhood among the city's best shopping. (350 Stuart St., Boston; 617-266-7200)

20. Loews Hôtel Vogue: Located in the beautiful city of Montreal, Loews Hôtel Vogue boasts 142 newly redesigned guest rooms, first-rate amenities and uncompromising. (1425 de la Montagne, Montreal, Quebec; 514-285-5555) **L**





Capital Taste

Loews Madison Hotel honors the rich culinary tradition established by chef Georges Adrien Fanjas at The Montpelier restaurant.

BY LINDA DOMINGO



HEATHER VICTORIA PHOTOGRAPHY

The menu from The Montpelier, the restaurant in the original Madison hotel

To M. Georges Adrien Fanjas—chef extraordinary—you are what you eat, and if you are royalty you eat royally,” states a vintage press release dated Feb. 7, 1963.

The release served as an announcement that Fanjas, a French-born, renowned master chef, would be joining the staff at The Madison hotel as chef de cuisine. Already the talk of the town for its luxurious details and personalized service never before seen at a hotel in Washington, D.C., The Madison put the icing on the cake with the hiring of its famous new chef.

With him, chef Fanjas brought a menu of sophisticated dishes fit for the world’s leading aristocrats. The hotel’s

original dinner menu featured items like lamb noisettes, Maine lobster and paupiettes of Dover sole Marguery. Having worked in kitchens around the world, from Nice and New York to Stockholm and San Juan, and with the experience of serving Queen Elizabeth II on his resume, Fanjas would now have the opportunity to cook for Washington’s elite at The Montpelier, the hotel’s on-site restaurant.

“For a long time, I have wanted to work in the capital of the United States,” Fanjas said in the release. “For this is the meeting place, the focal point, of the world’s princes and statesmen—the important people from all areas of human leadership who know and

appreciate the finest in cuisine.

“Your president and first lady have led the way to this return to gracious dining,” he added. He was referring to John F. Kennedy and first lady Jacqueline, who were present for the official opening of the hotel in 1963.

The following 50 years brought both changes in ownership and the closing of The Montpelier, but the hotel’s sterling reputation as one of the best addresses in the city remains, thanks in part to the Loews commitment to providing only the finest in dining experiences for its guests.

“Our food today has different influences than that of The Montpelier restaurant, which closed in the late ’90s,”

says Zachary Dallessandro, the Loews Madison Hotel’s director of food and beverage. “It is soon to be replaced with a brand new restaurant that will feature unique and authentic Argentinian dishes, wines and custom cocktails created by renowned ‘Iron Chef’ star Jose Garces.” The new restaurant, Rural Society, is expected to open later this year.

“A central philosophy holds true—we believe our culinary offerings are at the heart of our guests’ experience and are equally as important and impactful as the rooms themselves,” Dallessandro continues. “We want to create a unique and lasting dining experience that will have our guests wanting to come back for more.” **L**



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