



Moinian of Fortuna Realty holds ribbon cutting for Hotel Hayden

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Shown (from left) are: Ashley Kelly, sales manager, Hotel Hayden; Genauer; Fenton; Grossberg; Moinian; Reich; Chatiris; Simpson; Fleisher; and Annette Hernandez, guest service agent, Hotel Hayden. Photo credit: Jonathan Stas

Manhattan, NY Following the success of Hotel Hugo in SoHo, Fortuna Realty Group unveiled the first of two boutique conversions of existing properties in the Chelsea neighborhood with the opening of Hotel Hayden on 28th St. and 6th Ave. To mark the occasion, Fortuna's president and founder Morris Moinian held a celebratory floral garland "ribbon cutting," a nod to the surrounding iconic Flower District neighborhood, on March 1st for key stakeholders and company VIPs. Attendees enjoyed hors d'oeuvres and sparkling Greek wine from the hotel's restaurant Mykonos Blue, the newest venue to join the Ethos restaurant empire.

"Morris saw the potential in this underserved Chelsea block and set out to bring something new and lifestyle-focused to the neighborhood," said Lisa Grossberg, Chelsea area general manager for Hotel Hayden and Hotel Henri during opening remarks. "With the opening of Hotel Hayden, we're seeing his vision come to life."

Located at the intersection of the Fashion District and the Flower District, the 122-room Hotel Hayden brings a much needed boutique offering to this northern Chelsea block. The interiors were designed in-house by Kendall Fleisher. Construction was provided by Metro Resources.

Paying tribute to the surrounding neighborhood, the hotel features living walls that line the building's exterior and surround the reception desk in the Carrera marble-clad lobby. Other highlights include refreshed guest rooms, and unique meeting spaces.

Hayden's Rooftop, opening this spring, will offer a post-dinner scene complete with signature cocktails and views of the Freedom Tower.

Notable guests: Morris Moinian, president, Fortuna Realty Group; Ashish Lall, director and head of acquisitions and asset management; Grady Colin, VP of operations, Fortuna Realty Group; Kevin Fenton, director of operations, Fortuna Realty Group; Grossberg; Karen Genauer, area director of sales and marketing at Hotel Hayden, Hotel Henri and Hotel Hugo; Fortuna Realty Group; Alan Reich, managing director of development, Fortuna Realty Group; Yiannis Chatiris, Mykonos Blue partner; Andrew Simpson, director of design and construction, Fortuna Realty Group; and Kendall Fleisher, designer, Fortuna Realty Group.

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