

CASE STUDY

Symmons Creates Brand Standard for Equinox Hotels

Equinox Hotel Hudson Yards
Leverages Design Studio™
Custom Capabilities

CHALLENGE

Equinox Hotels wanted to create a one-of-a-kind luxury shower experience for its flagship hotel in Hudson Yards.

SOLUTION

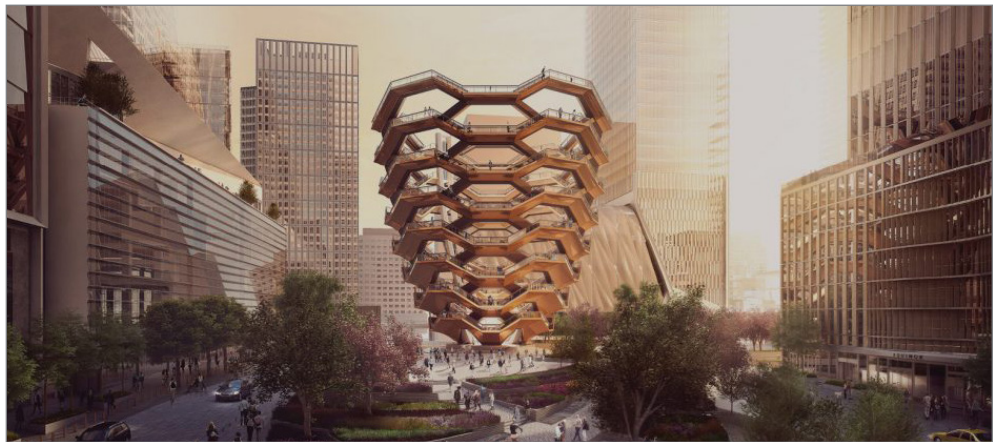
Having specified a high-pressure, water-efficient shower head for their W South Beach Hotel, Related Companies, property owner/developer, partnered with Symmons Design Studio to develop a luxury shower system for Equinox Hotels, Hudson Yard.

RESULT

Design Studio created the brand standard for shower systems in this and upcoming Equinox Hotels. Equinox Hotels plans to expand to 50+ locations across the globe. When it opens in June 2019, Equinox Hotels, Hudson Yards will have the highest per-night room rate in Manhattan along with criteria met towards earning LEED® Gold certification.



OVERVIEW: Well-established with 80+ upscale fitness clubs globally, Equinox is launching its hospitality brand by opening the first Equinox Hotel in Hudson Yards on Manhattan's West Side. Equinox's commitment to providing customers the ultimate health and wellness amenities in their fitness centers carries through to their Hudson Yards flagship hotel. Equinox is sparing no expense to deliver a high-end relaxation and fitness experience that will impress even the most discerning guests.



PROPERTY HIGHLIGHTS

1st

Equinox
Hotel

212

Guest
Rooms

1,000

Ft. Tall
Building



Temptrol® reliability and durability



High-performing faucets and showers



Low-flow, water-efficient solutions

Learn more about the Symmons Design Studio at:
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