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**THE GWEN, A LUXURY COLLECTION HOTEL, CHICAGO INTRODUCES NEW
REIMAGINED GUEST ROOM DESIGN**

The Gwen Launches Guest Room Renovation, Transforming Rooms in the Spirit of Hotel's Namesake,
Sculptress Gwen Lux



The Gwen guest room interior features Gwen Lux inspired artwork.
(Credit Brandon Barre Photography)

(CHICAGO, IL; December 22, 2016) — [The Gwen](#) (521 N. Rush St.), a Luxury Collection Hotel, Chicago, today announces the start of its guest room renovation to elicit the inspiration of the hotel's namesake, famed Chicago sculptress Gwen Lux, and the spirit of the hotel's guiding design principle of 1930's era glamour. Housed in the former McGraw-Hill building, The Gwen

is in the heart of downtown Chicago, overlooking Michigan Avenue on Rush Street, providing downtown views and access to the city's top attractions just outside its doors.

The newest member of Starwood Hotels and Resorts' prestigious group The Luxury Collection, The Gwen opened its doors in September 2015, debuting its newly remodeled lobby, rooftop terrace, lounge, and restaurant in May 2016. The Gwen is an artistic icon that exudes timeless style and experiential luxury by way of its Art Deco, 1930s-inspired aesthetic.

Guest rooms at The Gwen invoke the comfort and sophistication that one would find while shopping at an upscale boutique on Michigan Avenue with an Art Deco touch from the 1930s. With inspiration drawn from the hotel's namesake, famed sculptress Gwen Lux, The Gwen's new guest rooms are rooted in an approachable elegance that invites guests to enjoy an elevated experience akin to the period of glamorous travel to Chicago when the city was advertised as the Vacation City.



Guest room interiors offer contemporary workstations with jewel-toned accents.
(Credit Brandon Barre Photography)

Conceptualized and designed by award-winning Simone Deary Design Group, each Art Deco-inspired room offers a welcoming atmosphere with glamorous and contemporary touches that seamlessly weave together the building's rich history and modern luxury. Introducing jewel-toned accent elements and luxurious upholstery, guest rooms are designed to reflect the retail aspects of Chicago's iconic Magnificent Mile shopping district just below the hotel.

Chicago born Gwen Lux designed the bas-relief sculptures depicting the zodiac that are featured on the exterior of the building, and serve as inspiration for each room's iteration of her famous works above the bed. The femininity of Gwen Lux is echoed through the subtle touches of backlit mirrors, artistic sketching wallpaper, and peach leather pops of color, complemented

by the richness of mossy green velvets, marble and brass pieces, and weathered river tones throughout each room.



Guest room interiors feature comfortable seating with luxurious upholstery.
(Credit Brandon Barre Photography)

Conducted in stages floor by floor so as not to disrupt current guests of The Gwen, the guest room renovation is scheduled to conclude in April 2017 with each of the hotel's 311 rooms and suites boasting the newly-debuted layout and designs.

For more information or to be one of the first to experience the completely transformed The Gwen, visit www.TheGwenChicago.com or call 312.645.1500.

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ABOUT THE GWEN

Located at 521 N. Rush Street, The Gwen, A Luxury Collection Hotel, Chicago, resides in the landmark McGraw-Hill building, which boasts an art deco façade complete with bas relief sculptures by Gwen Lux, the hotel's namesake. The hotel features 311 guestrooms including 34 suites, Circa restaurant and lounge serving hand-crafted cocktails and elevated American bites, and Upstairs at The Gwen, a seasonal terrace with cityscape views. The hotel's more than 15,000 feet of flexible meeting space provides the ideal setting for corporate and special events. For more information or to make a reservation, please visit www.TheGwenChicago.com or call 312.645.1500. Join the conversation with The Gwen on [Facebook](#), [Twitter](#), and [Instagram](#).

ABOUT THE LUXURY COLLECTION® HOTELS & RESORTS

The Luxury Collection® brand is comprised of world-renowned hotels and resorts offering unique, authentic experiences that evoke lasting, treasured memories. For the global explorer, The Luxury Collection offers a gateway to the world's most exciting and desirable destinations. Each hotel and resort is a unique and cherished expression of its location; a portal to the destination's indigenous charms and treasures. Originated in 1906 under the CIGA® brand as a collection of Europe's most celebrated and iconic properties, today The Luxury Collection brand is a glittering ensemble, recently surpassing 100 of the world's finest hotels and resorts in more than 30 countries. All of these hotels, many of them centuries old, are internationally recognized as being among the world's finest. For more information and new openings, visit theluxurycollection.com or follow [Twitter](#), [Instagram](#) and [Facebook](#).

ABOUT SIMEONE DEARY DESIGN GROUP

Simeone Deary Design Group, established in 2002 by Lisa Simeone and Gina Deary, is an award-winning interior design firm with a distinct artistic perspective to create provocative spaces evoking imagination and conversation. From conceptual design and interior architecture through graphics and branding, Simeone Deary's involvement in a project goes well beyond design. Since its inception, the Chicago-based Simeone Deary Design Group has amassed a resume of well over 100 hotels and high-end projects including new construction, adaptive reuse, renovation and conversion for a variety of industries from hospitality and restaurants to spas and private residences throughout the United States and abroad. For more information about Simeone Deary Design Group visit www.simeonedeary.com.