

Condé Nast Traveler

A Chic New Hotel that Brings the Left Bank to Soho



Leave it to the savvy trio behind some of downtown New York's most beloved restaurants—Vincent Boitier and the Iacovelli brothers of the much-missed Provence and L'Orange Bleue—to open SoHo's chicest new hotel, **The Broome**. The team spent seven years transforming a Federal-style building—home to a commune of artists in the late '80s—into 14 cozy, modish (and affordable, for this zip code) rooms. All are accessed from the property's greatest asset: a five-story atrium café/lobby that lends the whole place an unmistakably Left Bank vibe (431 Broome St.; 212-431-2929; doubles from \$359).

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