



# ARCHER®

## FLORHAM PARK

### **ARCHER® Hotel Florham Park Welcomes Guests May 15; One of the Most Anticipated Properties & Area's Only Boutique Hotel**

**LodgeWorks Partners, L.P. & Rockefeller Group Bring Sophistication to Suburbia  
With New-Build, 161-Room Luxe Hotel at The Green at Florham Park**

**Second Suburban Property for the Growing, Award-Winning Boutique Brand;  
Fifth Hotel in Archer Collection**

FLORHAM PARK, N.J. – May 14, 2018 – [ARCHER® Hotel Florham Park](#), the area's most anticipated hotel in years and the only boutique property, will welcome guests on May 15, 2018. This new-build, luxury property boasts 161 guest rooms and suites and is the only hotel at The Green at Florham Park, Rockefeller Group's 268-acre, master-planned development. Part of the growing and award-winning Archer Hotel collection, the property is chockfull of thoughtful touches, curated luxuries and local discoveries, all of which have been at the core of the brand's stellar reputation and success. In just four short years since Archer was first introduced to guests with a midtown Manhattan debut in 2014, the hotels have ranked on the coveted "best of lists" in leading publications such as *Condé Nast Traveler* and *Travel + Leisure*. They also consistently rank in the top one to five percent within the city-specific comp sets on trusted review sites with overwhelmingly positive praise and recognition of the sincere service that is often mentioned in tandem with compliments on Archer's attention to details big and small.

Bringing sophistication to suburbia, [LodgeWorks](#) Partners, L.P., the owners, developers and operators of Archer Hotel, in collaboration with [Rockefeller Group](#), have made this project a reality. Archer will be welcoming many local guests and corporate travelers from its neighbors, including New York Jets, BASF North American Headquarters and Summit Medical Group. This is one of the only new-build hotel projects in Morris County, New Jersey in recent years.

The 161 rooms feature a variety of design palettes, which is a signature element of Archer Hotel. With a residential nod to the notion that no two bedrooms should be alike, Archer Florham Park has four distinct layouts, lending themselves to the feel of welcoming residences. The choices include Classic King guest rooms and Double King guest rooms – with two king beds, perfect for families or friends traveling together. The Deluxe King Studio, a suite option, melds form and function with a king platform bed, a living area, ample workspace and a fully stocked wet bar. The hotel's largest accommodations at 515

square feet are Archer's Dens; many with a private balcony makes this special-edition suite the ultimate suburban sanctuary. Archer's Den is a one-bedroom suite which offers a separate living area furnished with a comfy chesterfield-style sofa, side chair and a 55-inch flat-screen TV. Combine this with the fully-stocked wet bar with movable counter-height island and this room is the perfect option for longer stays and entertaining.

Noteworthy touches for all rooms include complimentary Nespresso® coffee experience, Frette® bathrobes, Malin + Goetz® bath amenities, free Wi-Fi and Archer's signature his-and-hers slippers (his with a moustache, hers with red lips), a keepsake to take home. Of course, Archer also provides other in-room conveniences such a work space, laptop safe, mini-refrigerator, flat-screen TV with premium channels, device docking, alarm clock and radio. Guests can enjoy Archer's favorite bedside reading, *The Little Prince* and *Gift of the Sea*, before they embark on what guests at its sister properties have deemed the "best night's sleep of their life," thanks to the five-star bedding with plush Eurotop mattress, premium linens, down duvet and a selection of pillows (down and hypo-allergenic available). Bathrooms don weathered iron vanities, white subway-tiled walk-in showers and modern plank flooring and offer homelike touches such as a make-up/shaving mirror, Ionic hair dryer and *Ursa Major* face wipes.

Designed by LK Architecture Inc., this property has stayed true to the core Archer design philosophy with a distinct nod to the destination that each property calls home. Archer Hotel Florham Park greets guests with a spirit of casual elegance - with lofted ceilings, exposed brick and steel beams. Accent walls showcase local storied artwork and crisp king platform beds with custom side tables and lighting create approachable urban accommodations. The consistent thread among the hotels in the collection is the attention to detail, with fabulous finishes, touches and trims at every turn. This includes the House Art Collection of unique and storied work, a fluid grouping of pieces in a range of mediums, all created by local and regional artists. Their works tell individual local stories — and those stories help make each guest experience at Archer singular and special. Among the collection is a photograph with color overprint of Florham Park's own Little Red Schoolhouse, now a museum and part of the national register of historic places. Archer's Kitchen + Bar features a hand-painted Stewart's Root Beer wall, which is a nod to this NJ-born beverage which is served in the hotel's icy-cold namesake floats. From works depicting the Stone Pony, arguably one of the greatest rock clubs of all time, to the boardwalk-facing façade of the Asbury Park Casino Arcade, this is as much a visual display as it is a history lesson and walk down New Jersey's memory lane.

Complimentary services ranging from Wi-Fi throughout to overnight shoeshine on request are intended to make guests feel truly appreciated. One of the best examples of Archer's dedication to details is the daily rotation of locally curated and house-made turndown treats. Guests will enjoy Caramel Popcorn from Johnson's Popcorn – one of the icons of Ocean City's famous Boardwalk; Mint Chocolate Almond Crunch and Dark Chocolate Mendiants from J. Emanuel Chocolatier of Chester, NJ; Chocolate Dipped Fortune Cookies from Fancy Fortune Cookie Co. (an Oprah favorite) with custom fortunes from Archer; and house made Loaded Rice Krispies Treats and Chocolate Chip Cookies with Sea Salt. Arrivals at Archer are met with a welcome amenity of bottled water and handmade salted caramels by The Sweet Life, one of Archer's favorite New York confectionaries.

Archer's Kitchen + Bar will offer breakfast, an a la carte evening menu, cocktails and a playful menu of midnight snacks for late arrivals. The philosophy of Archer's Kitchen is to make guests at home while serving up recipes and flavors from friends around the world. Guests will enjoy a house-made breakfast buffet complete with a toasting station serving up bagels, local fresh breads, spreads beyond the norm (think guacamole and hummus), fresh fruit, yogurt and an oatmeal bar with toppings. This will be

accompanied by European-style charcuterie and cheeses alongside daily hot selection (sandwiches, egg frittatas, quiche, meats and potatoes). This start-the-day spread comes with freshly roasted Intelligentsia® coffee and is just \$10 per person. Evening bites, bowls and grilled favorites are served bar-side, or delivered room-side, with a full menu of classic cocktails, regional beer and wines. The lively cocktail bar is complete with a fireplace, patio, and a backyard with bocce ball court. For on-the-go convenience, The Market offers a range of healthy snacks, fresh fruit and juices, along with pre-packaged favorites and sundries; this 24-hour lobby pantry offers any-time access.

The hotel offers a variety of services for guests, including an on-site fitness center, indoor pool (opening this summer) and more. Archer Hotel Florham Park has over 8,600 square feet of flexible indoor event and meeting space that integrates technology and style and over 5,200 square feet of outdoor entertaining venues.

This is Archer's second suburban property, with the first opening earlier this year outside of Boston in Burlington, MA. LodgeWorks believes there is a need – and most certainly an audience – for boutique hotels in upscale markets neighboring major cities. The same discerning travelers who stay in more traditional, independent boutique hotel places like New York, Napa and Austin – cities that Archer calls home – seek similar accommodations in outlying destinations, which are rare to come by. Archer's suburban collection is an attractive option in markets traditionally void of boutique quality product and service levels. The third suburban property is under construction in Redmond, WA, outside of Seattle.

Guests who book directly with Archer (via phone or online) receive a "Destination Joker" upon arrival, which is immediately worth \$10 throughout the hotel or can be collected and used on subsequent stays. Players can expect to receive one card per room, per stay. This can be equated to an instantaneous loyalty program, with a twist of Archer's personality.

Nightly weekday and weekend rates start from \$209 and \$129, respectively. A celebratory 15% discount for the grand opening is being offered on weekend stays (Thursday through Sunday nights) through August 31, 2018; enter booking code 15offFlorhamPark online. For more details and reservations, please visit <https://archerhotel.com/florham-park/book/florham-park-opening-rates>.

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### **About ARCHER**

**ARCHER® Hotel** is a boutique collection with a focus on sincere service, curated luxuries and a dedication to details big and small. With properties in sought-after cities and carefully selected suburbs, the hotels are designed to feel like welcoming residences, each with distinct nod to the destination they call home. The hotels consistently rank in the top spots on trusted review sites based on guest feedback, with a strong theme of exceeding expectations. ARCHER New York came in at #3 of 10 of NYC's best hotels in the *Travel + Leisure* World's Best Awards (#6 out of 15 Top City Hotel in US) and #19 of 50 in *Condé Nast Traveler's* 30<sup>th</sup> annual 2017 Readers' Choice Awards. All of its city properties -- New York, Napa and Austin -- are in the running for *Condé Nast Traveler's* 2018 Readers' Choice Awards, which are announced in November 2018.

### **About LodgeWorks**

LodgeWorks Partners, L.P., is a privately held hotel development and management company with a rich history as hospitality brand innovators, industry-leading guest satisfaction, sophisticated development acumen and an

experienced team that has successfully collaborated for more than 30 years. The company launched the ARCHER® Hotel boutique collection with a May 2014 New York City/mid-town Manhattan debut, an August 2016 opening in Austin at The Domain NORTHSIDE, a November 2017 downtown Napa debut, and February 2018 opening for Burlington, MA, with a property underway in Redmond, WA, and other locations soon to be announced.

LodgeWorks continues to own, franchise and/or manage a portfolio of branded hotels including Hyatt House®, Hyatt Place®, Aloft®, Hampton Inn®, and Hilton Garden Inn®. For more information, please visit

[www.lodgeworks.com](http://www.lodgeworks.com).

#### **About Rockefeller Group**

Rockefeller Group is a leading global real estate owner, developer and investment manager. For more than eight decades the company has engaged in some of America's most significant and recognizable real estate endeavors, beginning with the development of one of the world's finest urban mixed-use complexes, Rockefeller Center in Midtown Manhattan. Since inception, Rockefeller Group has developed approximately 40 million square feet of commercial property. Today, the company owns, manages and invests in a diversified portfolio of office and industrial assets in key U.S. urban and select suburban markets, as well as in Europe through the firm's October 2010 strategic investment in the London-based real estate fund manager Europa Capital. Rockefeller Group is wholly owned by Mitsubishi Estate Co., Ltd., a world leader in real estate development, ownership and investment management. More information is available at [www.rockefellergroup.com](http://www.rockefellergroup.com).