

## W Hotels launches 25-piece "Off Duty" Closet inspired by Joan Smalls

By [Cassidy Mantor](#) - 17 November 2017

W Hotels has launched the "Off Duty" Closet, a 25-piece limited-release fashion collection made up of curated looks from seven designers, which draws style inspiration from model Joan Smalls.





*Joan Smalls - Marriott International, Inc.*

The collection was curated by W Hotels Creative Director Sarah Easley. Pieces come from Veronica Beard, Yestadt Millinery, K/ller Collection, Krewe, Rails, Jibs Life, and Road Twenty-Two.

"Everyone knows what I wear on the runway, in my shoots or on TV, but when I'm not in front of a camera I still curate my look – I spend so much time traveling, what I wear when I'm off duty shapes a lot of my personal style," said Joan Smalls, Global Fashion Innovator, W Hotels Worldwide.

W Hotels has been targeting jet-setting travelers interested in fashion, having already partnered with Diane von Furstenberg and the CFDA Fashion Incubator Program designers. The chain has also launched property-specific collections with local designers including Shanghai's Xu Zhi and Barcelona's Ricardo Cavolo.

The Joan Smalls collection is the first globally available collection from W Hotels. Global Brand Leader, W Hotels Worldwide said of the Off Duty Closet that "Joan has incredible passion for luxe travel and fashion," and that W Hotels wanted to "give guests the chance to glam up their own jet-setting style."

To celebrate the launch, W Hotels debuted the line at the W in Times Square in New York. W Hotels will host another event at the W Paris Opéra location.

The Off Duty Closet is available through W Hotels The Shop. Price points range

from \$78 to just under \$1,500.

By Cassidy Mantor

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