



The lobby at Trump International Hotel & Tower Toronto has a Champagne and caviar décor theme. TRUMP INTERNATIONAL HOTEL & TOWER TORONTO

## IF YOU GO

**Trump International Hotel & Tower Toronto:** 416-306-5800, 855-88-TRUMP/855-888-7867, TrumpTorontoHotel.com; 325 Bay St., Toronto. Trump Hotel Collection includes Trump National Doral Miami (with a recent \$250-million renovation) and, in 2016, Vancouver, Washington, D.C. and Rio de Janeiro (trumhotelcollection.com). Rates start at \$395 (or \$495 for one-bedroom suites), including indoor salt water pool, sauna, Wi-Fi, local calls, Nespresso coffee machines, pillow menu, digital library, evening turndown, Tesla Destination Charging Partner, shoeshine, Trump Kids and Trump Pets perks. The Game Night Package for NHL's Maple Leafs or NBA's Raptors, through April: \$1,075 for two in a one-bedroom suite or \$1,395 for four in a two-bedroom.  
**America Restaurant:** 416-637-5550, www.americarestaurant.ca; breakfast, lunch, dinner daily, Sunday brunch, DJ from 10 p.m., Thur.-Sat.  
**Visitor info:** Toronto: 416-987-1739, www.seetorontonow.com; Ontario Tourism, live chats at: ontariotravel.net.

# TRUMP TORONTO HAS STYLE

*Upscale five-star hotel has a hipper, younger vibe than you might expect*



**ROCHELLE LASH**  
Checking In

A new year inspires thrilling new experiences, so I played my Trump card for a first visit to this blue-chip brand.

I had a modest agenda: to research why Trump International Hotel & Tower Toronto is one of only two hotels in the city on the exclusive Forbes Five-Star list (the other is the Four Seasons) and the No. 1 luxury hotel on Trip Advisor. This super-chic establishment carries The Donald's name, so I knew Trump Toronto would radiate power, beauty, glamour and success. His three children also are his celebrity apprentices. Donald Jr., Eric and Ivanka (she's a fashion and jewelry designer) co-own the Trump Hotel Collection, so it radiates a stylish, young vibe in addition to

being a top Bay St. business hotel.

It's tech-connected, too. I googled Trump Toronto for a preview and up popped my reservation, accessible only to my computer's IP address, with an offer to customize my visit online. This service is called Trump Attaché, and I clicked my way to a few indulgences: downy pillows infused with rosemary; a deep-tissue massage at Purebeauty Spa; and reservations at the stunning new America, a cool celebrity hub of social dining. If you are in a spending mode, you also can peruse Trump products ranging from body lotion (\$30) to condominiums (\$3 million).

Trump Toronto's décor theme is Champagne and caviar, and I can't think of a better way to express luxury. The opulent lobby is built in granite in shades of black and grey (the caviar), brightened by a stunning mural of 10,000 sparkling Swarovski crystals (the bubbly).

"The five-star clientèle has changed," says general manager Mickael C. Damelinourt. "We regularly host our established

elite travellers, but our guest register now also includes their 20-something children and a new generation of dynamic business-people in their 30s and 40s.

"Today's CEO might be sporting jeans and a hoodie."

Trump's chef concierge, Rhonda Chan-Maloney, is feeling the new-age revolution. Her most frequent requests used to be about procuring theatre tickets and posh lunch tables, but one of her recent challenges was to hire a tattoo artist to ink an A-list actor and his entire entourage.

Trump's boldest move to youth culture is the recent opening of America, the hotel's spectacular hybrid supper club-nightclub on the 31st floor. I bumped into Helen Betito, a former Montrealer who is one of the managers, and we dished about some of the celebs who already have made the scene at America's parties: Richard Gere, Meg Ryan, Ethan Hawke, Salma Hayek, Robert Pattinson and Channing Tatum.

To achieve this popularity, America has banished stodgy hotel dining and has become a fashionable destination with sexy LED lighting, swanky décor, contemporary cuisine and a late-night DJ. America is the creation of two hot companies: Toronto's

No. 1 restaurateurs Oliver & Bonacini (Canoe, Jump, Auberge du Pommier) and Ink Entertainment, a leading nightclub and lifestyle impresario.

If Trump represents white-glove hotel service and facilities, America is all red-hot social dining. It's more about cool, comfort and creativity than haute gastronomy, but it does have standout dishes. For breakfast: banana pancakes and juices of acai, kale and berries. For lunch: Ahi tuna spicy salad, Wagyu burger or lemon-chicken paillard. For dinner: foie gras flapjacks and rack of lamb. And for late night, fried chicken and steak sticks. Still hungry? The hotel-themed Champagne and Canadian sturgeon black caviar always is on the menu.

The lobby-level bar, The Calvin, also has been overhauled. The new look is intimate and clubby with mahogany walls and leather sofas in oxblood and charcoal. I was awed by the connoisseurs' list of spirits, from the entry-level Bowmore 12-year-old Scotch (\$12) to the 40-year version (an astounding \$1,800 per ounce), but I settled for a perky tequila cocktail with jalapeno and ginger.

The 65-storey Trump tower encompasses private condominiums and 261 hotel rooms and

suites with stunning views of Toronto's skyline. Sure, they're luxurious, with magazine-worthy décor and plush carpeting. But what puts these accommodations over the top are such details as fine cotton Italian bedding and the user-friendly bedside controls for lighting and drapes (on both sides of the bed). The white-porcelain bathrooms sport large baths, glass showers, heated floors and in-mirror HDTVs so you don't miss a minute of the financial report or Celebrity Apprentice. The suites feature electric fireplaces, powder rooms and sofa-beds.

Purebeauty Salon & Spa is remodelling and adding men's services to its mani-pedi and hair salons. The spa is surrounded by windows overlooking the skyline and Lake Ontario — and it's licensed, so you can kick back during your treatment with a Scotch — or yes, more Champagne and caviar.

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