

BUSINESS

New York's 'Sex and the City' Hudson hotel eyes downtown Toronto location



By [Tara Deschamps](#) Special to the Star
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When “Sex and the City” firecracker Samantha Jones was romanced by businessman Richard Wright in a string of episodes, it was hard to ignore the trendy a hotel he owned.

There were diamond chandeliers, exposed brick walls, marble countertops and glass tables so luxurious that fans of the show started flocking to the Hudson hotel in New York City, where the scenes were filmed.

Soon Canadians won't have to go far for their own taste of “Sex and the City” glamour. The Hudson is coming to Toronto.

If the project manages to obtain municipal approvals and successfully navigate hearings scheduled for this spring, the 75,000-square-foot building at 445 Adelaide St. W. will open in 2024 and overlook St. Andrew's Park. It won't copy Philippe Starck's design of New York's Hudson, but will be just as opulent with 146 rooms, a rooftop restaurant, a bar, a café and several other yet-to-be-announced amenities.

Sam Nazarian, the founder of Hudson's parent company Sbe Entertainment Group, said this will be his first project in Toronto.

"My (executive) team has four or five Canadians, so they constantly remind me that Canada should be a very important market for us," Nazarian said, chuckling. "It is a city that has been consistently growing since 2006 and 2007 — when I started going there — in relevancy, hospitality, food and beverage, lifestyle and branded residential."

Under the Sbe brand, Nazarian, who co-founded and then sold telecommunications brand Platinum Wireless, has amassed 29 hotels, including the Delano, Mondrian, House of Originals and Redbury brands, and more than 180 entertainment, lifestyle and culinary venues like Katsuya, Umami Burger, Cleo, Fi'lia, Carna and the S Lounge. The Hudson has made appearances in teen television show "Gossip Girl," while the Mondrian was spotted in HBO hit "Entourage" and referenced in rapper 50 Cent's music.

Nazarian will develop Toronto's Hudson in partnership with Lamb Development Corp, which has worked on Toronto's Flatiron Lofts, the Brant Park and the Theatre Park buildings. IE Hospitality, a new division of real estate investment firm Impact Equity, will also be involved.

