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JW MARRIOTT HOUSTON DOWNTOWN & DAVID PECK USA UNVEIL HIGH-FASHION UNIFORM PROGRAM

Soon-to-Open Hotel & Renowned Local Designer Celebrate Local Style & Embrace Individuality

HOUSTON, August 20, 2014 – Today [JW Marriott Houston Downtown](#) and [David Peck USA](#) unveiled the new uniform collection for hotel associates. The collaboration between Peck, a renowned Houston fashion designer, and the luxury hotel, scheduled to open mid-September, is the first of its kind in Houston.

[CLICK HERE to Watch David Peck for JW Marriott Houston Downtown Collaboration Video](#)

"JW Marriott Houston Downtown is set to become a destination for travelers and locals alike, not only thanks to its luxurious amenities but also the attentive, intuitive service provided by our associates," said Natalie Wiseman, JW Marriott Houston Downtown director of sales and marketing. "David Peck's custom designs artfully reflect the sophisticated yet unpretentious nature of the hotel and allow us to celebrate the individuality of our associates."

While the collection was inspired by the historic past of the hotel, housed in the 104-year old Samuel F. Carter Building, the colors, patterns and textures reflect current trends. The silhouettes are classic – elongated pencil skirts, jackets with defined shoulders, sheath dresses and blouses with neckties and chiffon panels. A custom print inspired by a photograph of the building from 1910 was incorporated into several of the blouse designs. The warm, neutral

tones of the menswear pieces are punctuated with splashes of brilliant blue and peridot. Custom, hand-woven, fair-trade tweed was used in several dresses and skirts.

“Traditional uniforms can mask individuality so we wanted the JW Marriott Houston Downtown associates to stand out and feel confident,” explained Peck. “The fashionable designs we’ve created empower the associates, both as individuals and as a team, to provide the guests with a quality of service guests that has become synonymous with the JW Marriott brand around the world.”

The Houston-based fashion house designed, styled and provided the creative vision for the JW Marriott Houston Downtown wardrobe program. Known for women’s wear, [David Peck USA](#) has locally manufactured and custom tailored the women’s line. Peck also curated the men’s line for the hotel, which features garments from local shirt-maker [Hamilton Shirt Company](#) and menswear manufacturer [SuitSupply](#). By utilizing local design talent and artisan craftsmanship, David Peck USA blends high fashion and functionality to provide a wardrobe that pays homage to the new design and art-focused hotel.

“The inspiration for the wardrobe program came from the building itself and its rich heritage,” said Peck. “I love that it was Houston’s first skyscraper and that it’s being brought back to its original splendor. The hotel’s thoughtfully curated art program, its iconic architectural design and décor and its exquisite attention to detail inspired us to create wardrobe program that the associates could have in their own closets and make personal, but still remain put-together, stylish and appropriate for a luxury hotel.”

The designer and hotel plan to celebrate their collaboration with an onsite fashion show shortly after the hotel opens.

Event Details

David Peck for JW Marriott Houston Downtown and David Peck Fall/Winter 2014 Debut
September 29th, 2014

7 p.m. – 10 p.m.

JW Marriott Houston Downtown

806 Main Street, Houston, Texas 77002

RSVP required by September 25: rsvp@davidpeckusa.com / 713-524-3482

About JW Marriott Houston Downtown

Housed in the beautiful historic landmark Samuel F. Carter building, the JW Marriott Houston Downtown is the brand’s first adaptive reuse project in Texas, celebrating the flavor of the city with refined design, intuitive service and thoughtful amenities that have become synonymous with the brand worldwide. Guests will enjoy a one-of-a-kind stay in an artfully crafted environment with their every need met graciously and authentically. Located at 806 Main St., the hotel will feature 328 guest rooms, more than 16,000 square feet of meeting space, a restaurant and full-service bar, a spa, health club, and an executive lounge. See www.marriott.com/hotels/travel/houdj.

About Pearl Hospitality

Founded in 2000, Pearl Hospitality is built on the belief that by investing in the growth of its people, it is investing in the future of the company. The focus on both personal and professional growth of the Pearl team results in a level of performance that far exceeds industry averages. Unlike many hotel companies, Pearl develops, constructs, and operates its properties to maintain the highest standards and dramatically increase the functionality and comfort of its hotels. See www.pearlhospitality.com for more information.

About JW Marriott

JW Marriott is part of Marriott International's luxury portfolio and consists of beautiful properties in gateway cities and distinctive resort locations around the world. These elegant hotels cater to today's sophisticated, self-assured travelers, offering them the quiet luxury they seek in a warmly authentic, relaxed atmosphere lacking in pretense. JW Marriott properties artfully provide highly crafted, anticipatory experiences that are reflective of their locale so that their guests have the time to focus on what is most important to them. Currently, there are 67 JW Marriott hotels in 25 countries; by 2019 the portfolio is expected to encompass more than 100 hotels in over 30 countries. Visit us online at jwmarriott.com and on [Twitter](#), [Instagram](#) or [Facebook](#).

Visit [Marriott International, Inc.](#) (NYSE: MAR) for company information. For more information or reservations, please visit our web site at www.marriott.com, and for the latest company news, visit www.marriottnewscenter.com.

About David Peck USA

David Peck USA is a full scale American Fashion House, based in Houston, Texas, specializing in clothing design, manufacturing, and fashion brand development. The skilled team of over 25 individuals design, manufacture, market, and sell David Peck's signature lines as well as manufacture the designs of other regional and national women's wear and children's wear brands. David Peck USA is equally dedicated to helping emerging designers grow and develop by providing education in the areas of collection development, sample creation and offering graphic design services, and photo/video production. Alongside the few fashion houses producing in New York and California, David Peck USA is a catalyst for local design and domestic manufacturing. Visit www.davidpeckusa.com or watch company video [#madeHERE](#)

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