

# guyS

not for girls.



## pecking order

Gregory Peck, the young hotelier who is no relation to Audrey Hepburn's former co-star, will soon open the Cooper Square Hotel on the Bowery in New York. Here, he tells us the secrets of his success. MALLORY RICE

### How did you get into the hotel business?

I had been working in investment banking, and by luck started investing in hotels—specifically Ian Schrager's. It exposed me to the industry and showed me that there is a creative side to business.

### What did working with Schrager teach you?

One was his incredible attention to detail—nothing is ignored. He also has a really strong sense of what drives mass culture, and what draws people in.

### What did you have in mind for Cooper Square?

We wanted to capture the old notion of the luxury and glamour of traveling.

### The neighborhood hasn't embraced the hotel.

**How do you react to that?** People often resist change and big developments, so it's not surprising. Hotels can be gathering spots that bring international people into an area and I think that's a good thing.



Mila Kunis  
can kick  
your ass  
(in five-inch heels)

noody  
is  
ogwai

Tricky  
Maserati  
Visvim  
Conor Oberst  
Kat Dennings

Inside one of the most dangerous places on earth