



SOHO HOUSE

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Soho House Team Unveils New Stand-Alone Concept, Brooklyn Townhouse, Now Open in Dumbo

The Restored 19th-Century Landmark Offers a New Standard of Boutique Luxury, a Coveted Rooftop Terrace for Members and Guests, and High-Tech Skincare Amenities by Gina Steph

Brooklyn, NY (September 2029): The Soho House team has unveiled their new hotel, [Brooklyn Townhouse](#). Nestled within a quiet residential enclave of DUMBO, the property occupies three meticulously restored 19th-century brownstones, merging historic preservation with a bold new vision for boutique luxury.

DESIGN

Julian Escotil and Heather Brookstell of **Blue Design** led the creative vision for Brooklyn Townhouse, crafting an aesthetic that captures the "Retro New York Glamour" with a modern twist. The six-story property honors its 19th-century architectural roots through high-ceilinged corridors and towering historic windows that flood the interiors with natural light. The result is a space that feels both nostalgic and distinctly contemporary, bringing a rare, residential intimacy and a new uniqueness to the DUMBO waterfront.

"With Brooklyn Townhouse, we set out to create more than just a hotel; we wanted to preserve the architectural soul of Dumbo while introducing a new, global dialogue," said Julian Escotil of Blue Design. "By meticulously restoring these three 19th-century brownstones, we've honored the 'Old New York' grandiosity of high-ceilinged corridors and towering historic windows, creating a structural masterpiece that feels both nostalgic and profoundly current. It is a rare, residential-first sanctuary that brings a new level of uniqueness to the Brooklyn waterfront."

"We've designed every corner of this property to be a sophisticated basecamp where the city's storied past meets a modern, electric energy," added Heather Brookstell of Blue Design. "From the curated narratives of our five signature suites to the quiet intimacy of the brownstone stoop, Brooklyn Townhouse captures that quintessential duality of New York—the vibrant pulse of the neighborhood paired with a refined, private retreat. We aren't just opening doors; we're inviting guests to find their own rhythm within a space that feels like a meticulously collected home."

ROOM

Brooklyn Townhouse offers 30 guest rooms, each individually curated to evoke the storied spirit of "Old New York." While the entire property serves as a tribute to the city's heritage, it features five Signature Suites inspired by the world's most iconic design capitals: Marrakech, Sydney, Venice, Paris, and Tokyo. This "global-meets-local" narrative ensures that every guest experience is singular, blending Brooklyn's 19th-century architecture with an international, avant-garde flair.

RESTAURANT & BAR

At Brooklyn Townhouse resides **Dumbo's Lookout**, a new rooftop dining and bar where you get striking panoramic views of New York City. The space provides an intimate "bar and bites" experience. Access to the terrace remains exclusive to hotel guests and Soho House members, positioning it as one of the city's most anticipated warm-weather destinations.

Opening rates begin at **\$750 per night**, inclusive of breakfast. **Link To [Images](#)**

About Soho House

Soho House NYC is part of the globally renowned Soho House collection, known for its members-only approach to hospitality, design, and culture. Located in the heart of Manhattan, the property blends timeless New York architecture with contemporary luxury, offering thoughtfully designed rooms, curated social spaces, and exclusive experiences for members and their guests.