



Courtesy Treehouse London

# The World's Top Hotel Brands Are Launching More Affordable Offshoots

*From 1 Hotels to Ace, these brands are expanding with affordability in mind to capture a new group of travelers.*

In the past decade urban hotels worked overtime to make themselves places people wanted to go even if they weren't staying over, with **sharp design**, pulsing lobby bars, and the hottest restaurant tables in town. Now the names behind those hotels are launching a wave of more affordably priced, youth-oriented spin-offs to entice a new crowd to check in. This winter, the nature-inspired sustainability pioneer **1 Hotel** launched **Treehouse** in central London with the goal of establishing a “fun, less expensive cousin to 1,” says founder Barry Sternlicht. The whimsical offshoot has further plans to bring its blond-wood aesthetic to the rest of Europe and North America. Treehouse followed in the footsteps of hipster pioneer Ace, which opened the minimalist-chic **Sister City** on Manhattan's Lower East Side last May.