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INTRODUCTION

High above Fifth Avenue in the epicenter of Manhattan, Colette is the future of doing business. Encompassing the entire 37th floor of the storied GM Building, with panoramic views of Central Park, Colette offers unparalleled spaces and services for those who could be anywhere in the world – but choose to be here.

Colette members are a special group of global entrepreneurs and change-makers. They have access to Colette's impeccably appointed private offices, collaborative meeting spaces, restaurant, sushi bar, lounge, and to the GM Building's newly built state-of-the-art amenities.

Conceived by the visionary team behind Casa Cruz, Colette is where tomorrow's ideas originate, where next generation partnerships form, and where game-changing deals are celebrated.

Going to your office will never look, or feel, the same again.



GM Building Lobby

One of Manhattan's most iconic structures, the 50-story GM Building occupies an entire city block on Fifth Avenue and 59th Street at the southeast corner of Central Park. Designed in the International Style by Edward Durell Stone & Associates with Emery Roth & Sons, it was completed in 1968 and has served as headquarters for global companies and business titans ever since. Housing New York's most sought-after office and retail spaces for over half a century and epitomizing the ever-evolving, forward-looking nature of business, there could be no better home for Colette.

Welcome to Colette



Private Ground Floor Lobby

“Colette is a first-of-its-kind, members-only club for the world’s most successful business leaders.”

JUAN SANTA CRUZ

Private Lobby Entrance





WELCOME TO COLETTE

A Space Without Compare

From a private entrance on 59th Street, Colette members access the 37th floor of the GM Building with its 360-degree views of the city and beyond. Colette's light-filled spaces encompass 40,000 square feet of custom-designed and outfitted private offices, meeting rooms, conference spaces, libraries, enclaves, and huddles for solo or collaborative work. All of these lead seamlessly to Colette's expansive social areas including Coco's dining club and lounge—conceived and designed as gathering and entertainment spaces for Colette's discerning members.



Generous private offices are elegantly appointed with beautiful custom-designed working desks and timeless Herman Miller chairs. A spacious lounge area can accommodate team meetings in a comfortable setting. Each office is outfitted with the latest technology so Colette members can perform at the highest level.

All private offices have breathtaking views of the New York skyline.



NEW YORK 1960
THE WORLD ATLAS OF MODE
THE ROLEX
Rothko
ROTHKO





The owners' lounge functions as a comfortable space where Colette members and their guests can work, connect, or relax. Leaving no detail to accident, every design feature – from furnishings to lighting – is curated to underpin Colette's purpose: a uniquely beautiful environment that enhances business performance.

Maximizing Colette's green views, the owners' lounge claims the northernmost corner of Colette, gazing over the tree canopy that blankets the southeast corner of Central Park.





Private Lounge

Colette's atmosphere is at once selective and subtly charged, a space in which contemplation, innovation, and inspiration co-exist in energetic harmony.

Conference Room



Spaces

- Private offices of approximately 400 square feet, with double bay windows
- Formal meeting rooms, informal owners' lounge, and a variety of library and ancillary spaces
- Impeccably designed with luxury finishes and custom-made furnishings
- Tech-forward workplace outfitted with the latest computing, audio-visual & communications systems for optimized performance
- World class restaurant and omakase bar
- Onsite newly built state-of-the-art fitness and wellness amenities

Next-level Services and Offerings

- Separate, private building entrance
- Hospitality experts that anticipate needs and exceed expectations
- In-office dining services available on-demand throughout the day
- Members-only private dining
- Specially curated members' wine list
- Club app for seamless mobile experience
- Members' business mailing address in New York City



MetLife

BURBERRY
559 789



WELCOME TO COCO'S

Coco's

Providing members with a premier dining club experience overlooking Central Park, Coco's encompasses a restaurant, a private bar, exceptional sushi bar, and an exclusively curated wine cellar.

Coco's restaurant is a destination unto itself, drawing on Santa Cruz's two decades of experience in creating unparalleled dining establishments on both sides of the Atlantic.

Coco's separate bar acts as a gathering space, serving coffees and light meals. By night, it transforms into an elegant, convivial space, where members can socialize and entertain.





Coco's wine program aims to provide a wide selection of high-quality wines from renowned producers across the globe, including regions like Tuscany, Napa Valley, Rioja, and the Uco Valley. While focusing on classics from Burgundy and Bordeaux, Coco's wine list also showcases a diverse range of styles from lesser-known regions in France. This variety of wines complements Chef Philippe Orrico's menu, offering excellent pairing options.

Coco's exclusively curated wine cellar provides a selection of carefully selected, premium wines to members at cost.



Wellness & Conference Center

A Comprehensive Amenity Offering

As additional perks to the club membership, Colette members have access to the GM Building's newly built state-of-the-art wellness and fitness amenities. This spacious on-site facility includes a fully equipped fitness center, a dedicated spin room, a large, naturally lit movement studio for HIIT, yoga, and Pilates, and a physical therapy suite with private treatment rooms.

Colette members also have access to the building's flexible conference center with spacious areas for networking and relaxing. Housing up to 265 seated individuals as one large space, it can also ingeniously morph into three individual rooms accommodating up to 73 guests each when required.



Personal training is provided by coaches that follow a holistic methodology, enabling members to round out their efforts to reach their goals. A schedule of regular group classes (including HIIT, yoga, and Pilates) is also on offer.



The locker rooms feature thoughtfully designed lighting and plentiful, well-appointed grooming stations, as well as shower rooms with changing areas.



Whether the GM Building's conference center is utilized as one room or three, Colette's seasoned team can help members arrange seminar seating, as well as options for boardroom and banquet style layouts to cater to any occasion or meeting need.



Conference guests have access to a lounge and library areas for pauses during conference events.



Newly built lounge for GM Building tenants.

Beyond Colette

A New York City Nexus

Situated opposite the Plaza Hotel a moment from Central Park, the GM Building's peerless setting places Colette in the very heart of Manhattan. Celebrated restaurants and flagship retail stores line the surrounding streets and avenues, while art institutions from MoMA and the Met to the Frick Collection are just minutes away.

“Our passion is to create an inspiring oasis that brings the most interesting people together.”

THE CASA CRUZ TEAM



BEYOND COLETTE



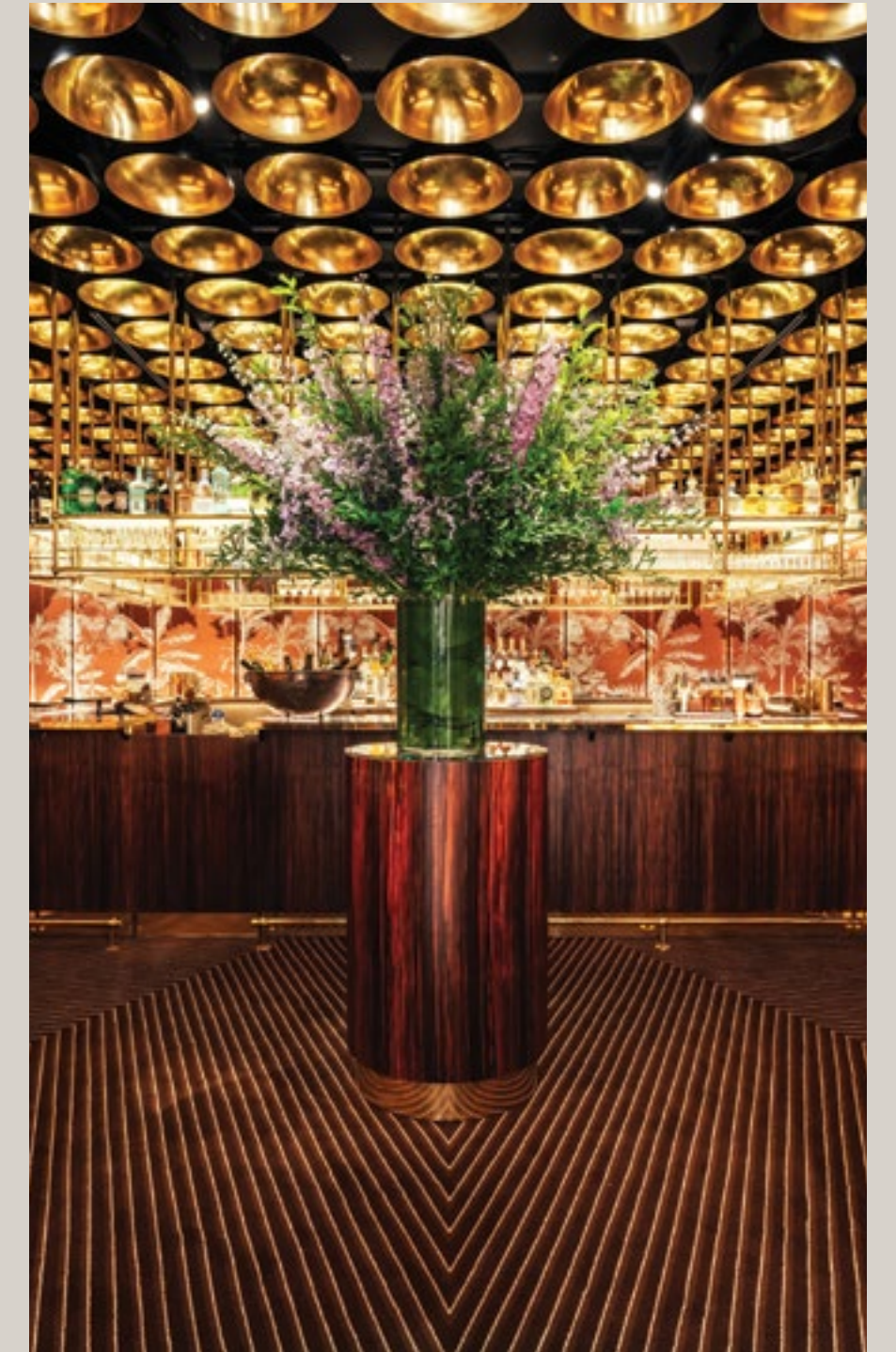
A Two-Decade Journey

Our Story

Santa Cruz Co. is focused on the design, development, and operation of hospitality brands internationally that, at their core, are about bringing people together. Founded by restaurateur, designer, and business developer, Juan Santa Cruz, the company's origins are in the vibrancy, boldness, and spirit of Latin Culture.

From its beginnings in Buenos Aires, Santa Cruz Co. has become a global hospitality brand over the course of 20 years, and today offers multiple, award-winning clubs and restaurants in South America, Europe, and the USA. Every aspect of the Santa Cruz Co. hospitality experience is personally curated by Juan Santa Cruz himself.

Created by Santa Cruz Co. in partnership with EMS Capital LP, a New York-based asset management firm led by Edmond Safra, Colette is unique in the business and hospitality realms yet is the product of many years of expertise, entrepreneurship, and experience.



2022

Colette
New York

2022

Casa Cruz
New York

2018

Nathalie
London

2017

Isabel
London



2016

Casa Cruz Pop Up
New York



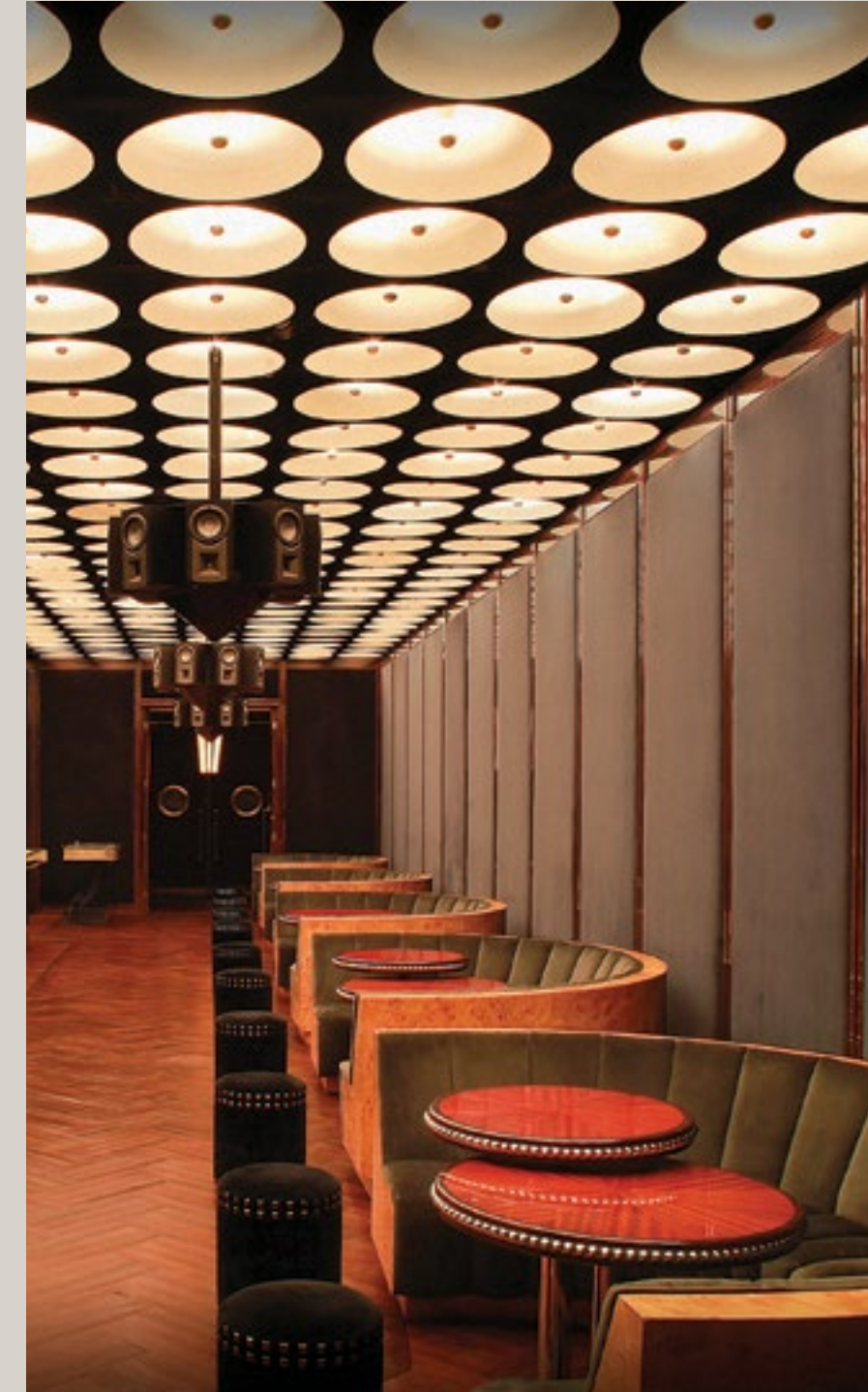
2015

Casa Cruz
New York



2011

Aldo's
Buenos Aires



2009

Isabel
Buenos Aires



2004

Casa Cruz
Buenos Aires

