



HotelWire: Maidstone Inn Reopens as c/o The Maidstone

Thursday, May 21, 2009, by Nicki Donato

This week, the former **Maidstone Inn** on Main Street in East Hampton reopened following a full renovation by Swedish company c/o Hotels, rebranded—oh yes—**c/o The Maidstone**. The facelift preserved the traditional white facade while bringing "Scandinavian cozy" updates to the rooms and, well, let's just let the owner explain further, [per her blog](#):

I've written about the brand, I've lectured about the brand, I've done brand training with my staff but come May 19th, you'll be able to physically experience the brand.

Brandalicious! There's also a new restaurant, **The Living Room**, focused on feeding your inner locavore. Meantime, c/o The Maidstone doesn't open quietly—this Friday they host a screening with Alec Baldwin, and next weekend, Hamptons regulars Donna Karan, Kelly Klein and Christie Brinkley, among others, host their annual "Mommy and Me Tea" at the hotel. Brace.

- [c/o The Maidstone](#) [Official Site]
- [The In Crowd Likes the Maidstone Inn](#) [Style.com]
- [c/o The Maidstone, The Hamptons Newest Luxury Hotel Destination Opens](#) [Reuters]



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