

## Charleston's Emeline to open in May 2020



By **Eloise Hanson**

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A double king guest room at Emeline

US: Makeready, a hotel, restaurant and retail management company, has announced the opening of its 212-key hotel.

Located at 181 Church Street, Emeline was designed by owner and developer Rockbridge.

The hotel's 212 all-king bed guest rooms comprises 128 luxury suites and 16 double king bed accommodations. Touches include branded embroidered lines from Matouk, amenities from Red Flower, and custom vinyl on Crosley turntables.

Its restaurant, Frannie & The Fox, is a wood-fired dining venue serving American ingredients with Italian sensibilities. Clerks Coffee Company is an on-site café serving light bites.

Other amenities at Emeline include Makeready's luxury retail experience, Keep Shop, a fitness centre, courtyard and greenhouse, and 13,000 square feet of flexible function space. Emeline's neighbour, Hank's Social Hall, is a partner in events.

Christine Magrann, COO of Makeready, said: "Emeline has been thoughtfully designed with every aspect in mind to delight guests and locals alike with charm and wit. A consummate host, Emeline's tenacious team exemplifies the warmth and hospitality in which Charleston is known. We look forward to inviting the local community to Emeline in May."

**Brad Harvey** was appointed as Emeline's general manager in December 2019.

Makeready operates hotels, restaurants and retail shops throughout the country such as Hidden Bar and Makeready L&L in Nashville; The Alida and Rhett in Savannah; Couvant in New Orleans; and Hank's Seafood Restaurant in Charleston.

Rockbridge, a private investment firm, has made more than 260 real estate and hospitality investments in 38 states worth over \$8 billion in total capitalisation. The company has delivered several new independent hotels, including Cherry Creek in Denver, The Charter Hotel in Seattle, The Laylow in Waikiki, The Adolphus in Dallas, and The Eliza Jane in New Orleans.