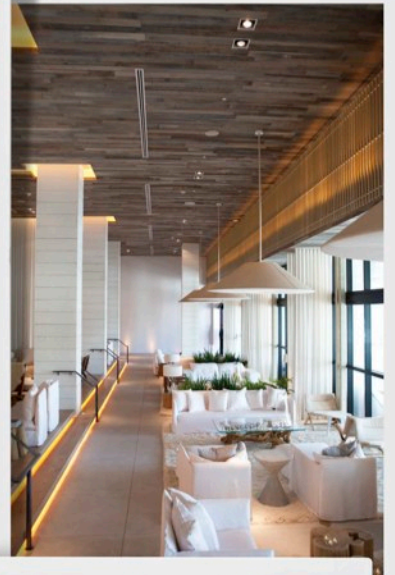


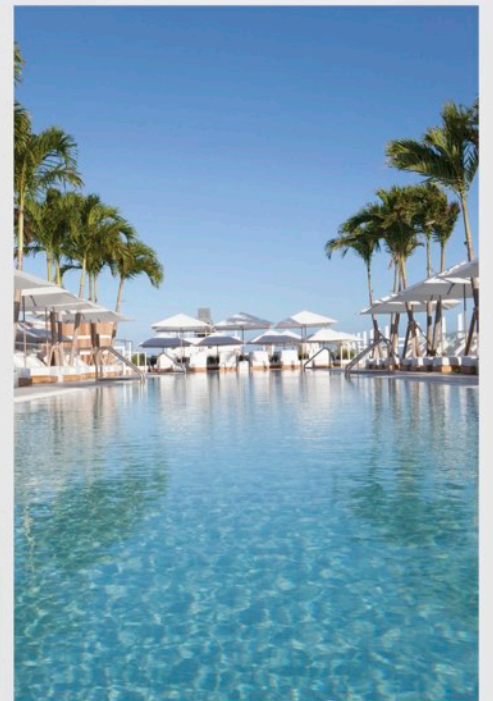
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➔ HOT TRACKS: MARK RONSON GETS FUNKY *p. 56* MARIN HOPPER'S HAYWARD COLLECTION *p. 60* MODEL-MAKERS CHISEL & MOUSE *p. 66*



SEA GREEN

"I wanted to celebrate the beautiful things in nature and create a luxury green brand," says founder and co-owner Barry Sternlicht of his new, posh eco-resort, 1 Hotel South Beach, in Miami Beach. For more, turn to page 60.



Marin Hopper, mother Brooke Hayward, and daughter Violet.



A lineup of Slim clutches (named for Slim Keith, Marin's step-grandmother).



Hayward foldovers; a painting of Leland Hayward; a Hayward foldover box bag; a plate clutch.



The clubby atmosphere of Hayward House, in N.Y.C.

Clutching Memories

When Marin Hopper, daughter of Dennis Hopper and Brooke Hayward, discovered a trove of her grandfather's papers at the New York Public Library a few summers ago, she knew she had hit upon the DNA of her accessories brand, **Hayward**. Among agent and

producer Leland Hayward's belongings were color slides of his chic family's travels and telegrams from Ernest Hemingway. Marin has always been steeped in style; her grandmother was movie star Margaret Sullivan and her step-grandmother was Best-Dressed Hall of Famer Slim Keith. At 21, Marin took a job at *Vogue*, and eventually she became *Elle's*

fashion director. In 2008, she launched a Hayward handbag line, limiting her business to custom orders. "I felt encouraged to translate our family story into merchandise," she reflects. From her grandfather's signature watch fob, Marin derived her bags' "H" hardware. ("I used to wear that fob as a necklace," Brooke Hayward says.) And she named

her designs after relatives: a clutch, for example, is called the "Slim." These elegant items are now available at Hayward House, a New York flagship whose bathroom is lined in wallpaper representing Marin's prolifically tangled family tree. "We are rooted deep in America," she says. "Our story is wonderfully true, and I'm renewing it." —AMY FINE COLLINS

Beachy Keen

A farmstand in the lobby, a fleet of Tesla electric vehicles, and 100 percent organic linens: **1 Hotel South Beach** in Miami Beach, Florida, is the ultimate eco-friendly oasis. And its debut marks Barry Sternlicht's latest step in revolutionizing the hotel industry. "I call it 'the luxury of enough,'" says Sternlicht, who birthed W Hotels. "It's very comfortable, but not ridiculous. It will be refreshing." (Two more 1 Hotels will open, in N.Y.C., by the end of the year, and an additional 12 are in the pipeline worldwide.) In Miami Beach, Sternlicht worked with property co-owner Richard LeFrak and tapped design studio Meyer Davis to transform a 17-story landmark on Collins Avenue built in 1925, through the use of woods, stones, and organic textiles. The décor is just one part of the all-green, all-serene experience that guests can expect. The 426 rooms—each a spacious 700 square feet, on average—come with Triple-Clear water filters, hemp-blend-filled Keetsa mattresses, terrariums, yoga mats, and meditation guides (there's an app for that on the in-room tablet). Plus: the hotel's three restaurants will be helmed by farm-to-table maestro Tom Colicchio, in his Miami debut. —JAMES REGINATO



1 Hotel's rooftop pool cabanas.

HAYWARD PHOTOGRAPHED BY JAYLOR JEWELL; HAIR PRODUCTS BY JULIEN FABEL; MAKEUP PRODUCTS BY CHANEL; HAIR BY JULIEN FABEL; MAKEUP BY SUZY GERSTEIN. 1 HOTEL PHOTOGRAPHED BY GRACIELA CATTAROSSO; PAINTINGS IN HAYWARD'S RETAIL SPACE BY CLAUDIA MUNIZO-KERR. FOR DETAILS, GO TO VF.COM/CREDITS