

elevation / the platinum



BY JARRET KEENE

Standing atop the soon-to-be-completed Platinum Hotel & Spa in mid-December is a bracing yet beautiful experience. The view alone is worth whatever it costs — and no doubt it costs plenty — to live in one of these 255 luxury units. Even if you're facing away from the Strip, the nighttime expanse of Las Vegas and the surrounding mountains lie before you like a field of diamonds. Indeed, the Platinum is the second of the "new wave" of designer high-rises to touch the sky, and will be the first to open its doors in June 2006. The units sold out in 45 days, according to Peter Rockwood, vice president and general manager of the Platinum. "We accomplished that with no celebrities, no brand, no million-dollar budget," he says, adjusting his hardhat. "We'll be small in size, but hopefully big in stature, and we think we can put up a pretty good fight in this market." The Platinum is going in with a four-star boutique hotel mentality, and with lush amenities like The Well Spa & Beauty Lounge, an indoor pool, and a combination coffee bar/cocktail lounge called Evolve, the stars should be easy to garner. It also helps that Marcus Hotel & Resorts, the company that owns the Platinum, started off on the right foot by making a \$2,000 donation to The Shade Tree, a Las Vegas shelter for homeless and abused women and children. Definitely a classy debut.

For more information, visit www.theplatinumhotel.com