



Desires Hotels And Threadless T-Shirts Call Out For Expression

Book Desires Hotels and Receive 25% Off Room Rates and a Gift Card From Threadless.com

NEW YORK, NY January 22, 2009 — [Desires Hotels](#) is known for offering unexpected amenities in stylish settings. Now, the modern boutique hotel collection is doing it again by giving its guests the ability to express their own unique message through [Threadless](#), a company whose t-shirt fashions are completely created and selected by its users. For those who already enjoy the distinct and individual designs of every Desires Hotels, they will now be able to take advantage of a 25% discounted rate by booking from January 22 through April 15, and receive a \$25 gift certificate to purchase one of the many creative t-shirt or hoodie designs from Threadless.com.

And if the artist in you is calling out for further expression, you may be inspired to submit your own creative designs to Threadless. Like the Iron Horse in Milwaukee is an expression of a city and its roots in the Harley-Davidson motorcycle company and the Sagamore is an expression of the historic South Beach Art Deco district in Miami, Desires Hotels encourages you to bring your individuality to the table. To book your reservation please visit [Desireshotels.com](#) or call toll free 866-593-4330.

About Threadless

Threadless is a community-based tee shirt company with an ongoing, open call for design submissions. Artists are encouraged to download a tee template and submit ideas, which are then evaluated by the Threadless community for seven days. Tee shirt designs are selected by Threadless from the pool of the most popular designs as scored by the community. If a design is selected for print by Threadless, the designer receives a payment \$2000 in cash and a \$500 Threadless gift certificate.

Each week, the newly selected designs and slogans are then made available for purchase. These designs and slogans are available in sizes ranging from infant to adult.

About Desires Hotels

From the neon lights on Ocean Drive in South Beach to the Harley-Davidson Museum in Milwaukee, to the cobbled adoquine streets of Old San Juan, or right in the heart of Times Square, Desires Hotels is a unique collection of independently created modern boutique

hotels. High in style, distinct and creative, each of these lifestyle hotels have one-of-a-kind architecture and interior design, allowing guests to expect just as much from their hotel as they do from their destination. Savvy travelers seeking a lifestyle-oriented experience will appreciate the “Your Desires” program that tailors a unique experience to every guest. Desires Hotels deliver unexpected amenities in stylish settings.

For more information about Desires Hotels and their locations, call 866-593-4330 or visit Desireshotels.com.

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