



LENOX LUXE

Lifestyle maven Annie Selke spares no detail remaking a historic eight-room inn.

By Marni Elyse Katz

Even in her spare time, Annie Selke is productive. On the Thursday before Thanksgiving 2016, the founder of Berkshires-based home textiles companies Pine Cone Hill and Dash & Albert noticed a for-sale sign on a historic Federal style house in downtown Lenox. Three months later, she was picking out wallpaper for it. “Creating an inn has always been on my bucket list,” she says.

The experience of staying at 33 Main is meant to emulate kicking back at a gracious country estate. Eight distinctively decorated guest rooms, done with curvy upholstered headboards, colorful abstract art and patterned window treatments, exude warmth. Likewise for the parlor, where guests help themselves to cocktails and charcuterie, and for the amenities—Hastens mattresses, plush robes and organic apothecary products crafted by Farmaesthetics. “I won’t stay at a hotel if the shampoo doesn’t smell good,” Selke says.

Since the decor incorporates her products at every turn, the inn attracts not only those looking for respite, but also fans of her curated, globally tinged aesthetic. What started as a passion project for Selke has become a study in brand immersion. She adores sitting and chatting with guests, but, naturally, is anything but idle. She says, “I’m ready to do 100 more rooms.” Prices start at \$329, 33 Main St., 413.400.3333, thirtythreemain.com

Clockwise from left: Eight rooms outfitted in relaxing colors entice guests to pause and unwind; the parlor with Annie Selke’s curated design; enjoy breakfast at the inn, and lunch and dinner at Selke’s favorite spots, Brava and Zinc; 33 Main is mere minutes away from Tanglewood and Jacob’s Pillow.

