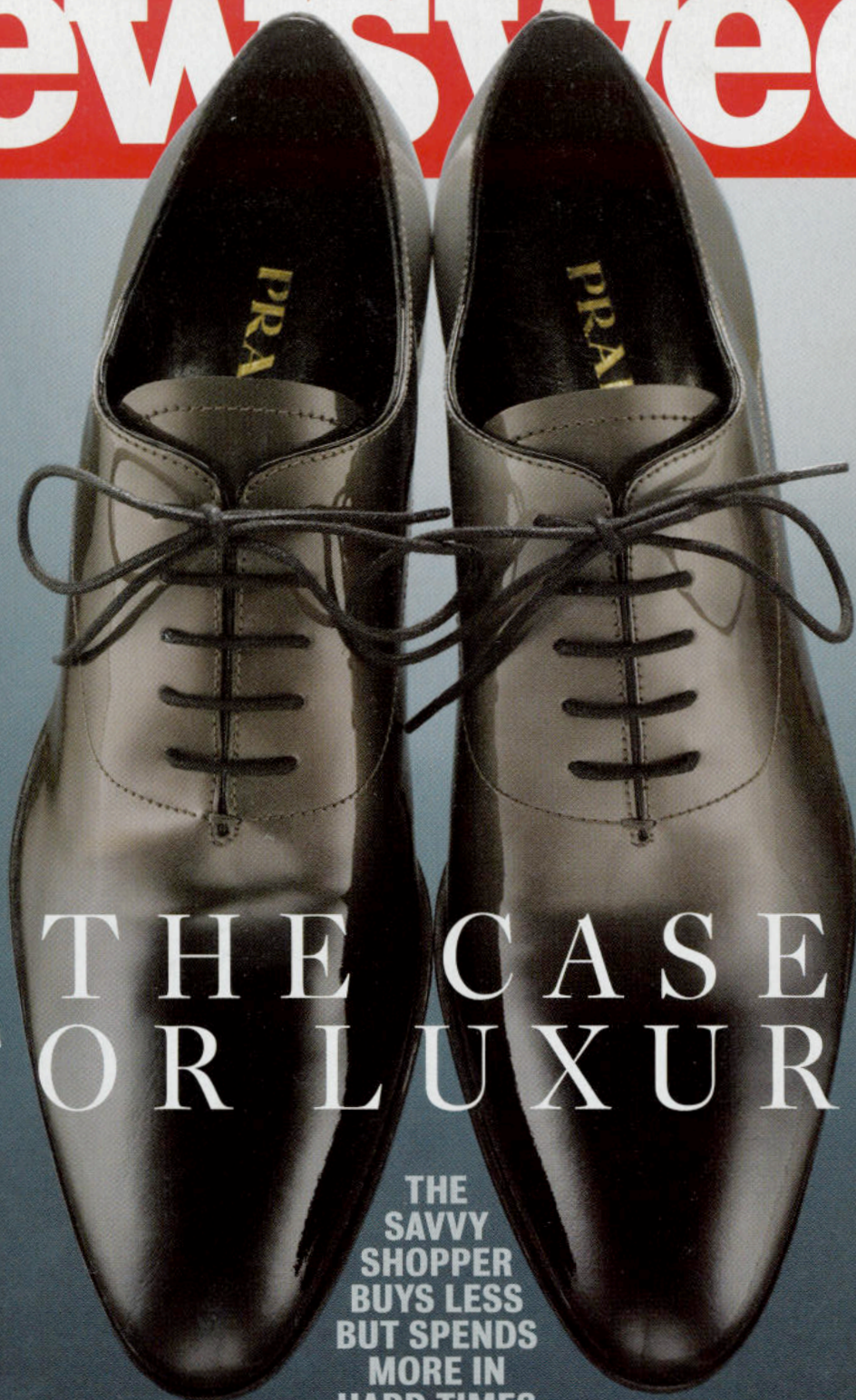


OBAMA'S
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BY JONATHAN TEPPERMAN

SPECIAL REPORT : LUXURY

High Concepts
At Low Prices

High Concepts At Low Prices

Design hotels have figured out how to deliver stylish innovation for the cost of a night at the Holiday Inn.

BY SAMEER REDDY



YOUTHFUL ENERGY : Mama Shelter is very selective in the luxuries (ultrasoft sheets, integrated iMacs) it offers

MAMA SHELTER

Paris may be full of antiquated institutions that define old-school hospitality but in the increasingly trendy neighborhood of SoPig (short for South of Pigalle), design hotel godfather Philippe Starck and the Trigano family have teamed up to develop a new hotel concept that radiates youthful energy. Each of Mama Shelter's 172 rooms come with its own iMac with integrated TV, DVD and music capabilities, as well as free Wi-Fi, rain showers, ultrasoft cotton sheets and strange - but cute - children's masks doubling as light shades. Self-service check-in kiosks in the lobby speed things along and help keep room rates lower than a Holiday Inn. The restaurant and bar are packed even on weekdays, with locals and guests intermingling over slightly boring, overpriced bistro fare. But drinks like the Bubble Bum (vodka, Malabar, lemon juice and sugar) are exceptional (from \$100 a night; mamashelter.com).