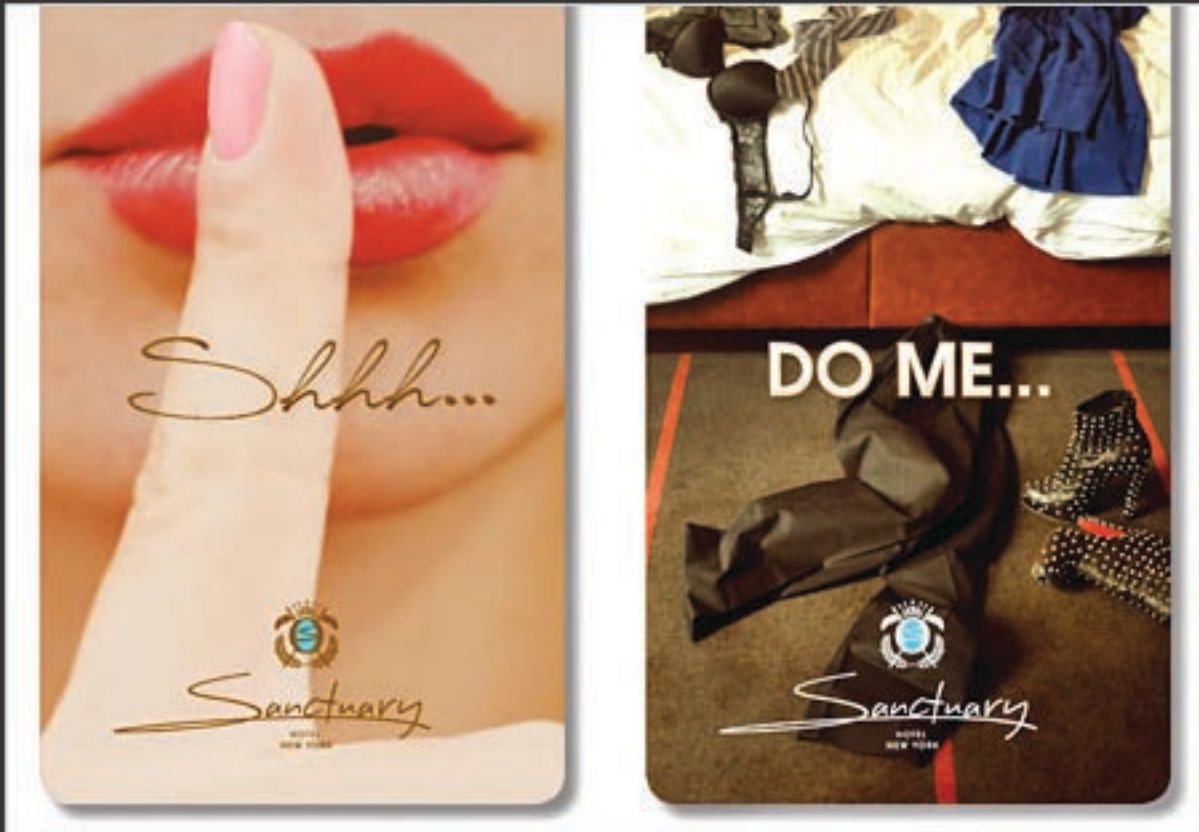




Clever 'Do Not Disturb' Signs: Sanctuary Hotel, New York City



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"Our general appeal is sexy and playful," says Hank Freid, owner of the [Sanctuary Hotel](#) in [New York City](#). That's abundantly clear from the do-not-disturb signs that read, "Do Me" on one side and, "Shhh..." over a pair of bright red lips on the other. "These signs were photographed in the hotel with images created by our staff, using the clothes, shoes and lipstick they wore to work the day of the shoot," Freid says. And while many guests ask to take the door tags home he says others "just hide them away."

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