the viceroy

This sophisticated, stylish hotel located in Santa Monica is a great choice when visiting the Los Angeles area. The Viceroy Santa Monica beach hotel is just a half block from the water, a short walk from the Third Street Promenade and an easy car ride to some of L.A.'s most popular destinations. Beverly Hills shopping, Hollywood sights and the Getty Center fine arts complex are all within a few miles of the hotel's ocean side location. Designer Kelly Wearstler uses a British-Regency style to create a thoroughly modern and chic hotel in an unassuming building. Once guests walk into the lobby they realize they are in for a treat. This is not a hotel for just parking your bags and sleeping at night. The ambiance and atmosphere will enhance your overall stay. These luxurious accommodations are designed to give guests a taste of seaside living. The sights and sounds of the sea are felt throughout the space. Wearstler is internationally known for her unique ability to create an alluring, glamorous design and lifestyle experience in all of her hotel projects.

She has filled the lobby with stylized, high-back leather chaises, sleek, modern club chairs and comfortable, inviting sofas creating lots of intimate gathering places throughout. The walls are covered with printed wallpaper, framed mirrors and ornate china. The perfect setting to visit, imbibe and

Opposite page: The Library
Right: The Whist Patio

santa monica

people watch in one of Santa Monica's hottest spots. The experience doesn't end in the lobby. The vibe continues to grow in the dark elevator up to the guest rooms. Upon entering the room, guests realize that the sophisticated design is not reserved for the lobby. The modern wallpaper, antiqued mirrors and decorative plates are again used on the walls, and the bed is a highlight of the room. Wearstler says, "Incredibly luxurious bedding and soft down pillows" are an element she always includes when designing a hotel room. And the Viceroy is no exception, with fine Italian linens, down-filled duvets and several pillows covering the bed. The marble bathrooms in the King suites have a built-in dresser, make-up table with a stool and a large walk-in shower with a rain drop showerhead that will have you longing to taking as many showers as possible during your stay.

The hotel is a vibrant part of the neighborhood and draws visitors from far and near with its in-room luxury spa services and hip indoor/outdoor Whilst restaurant. GreenBliss Eco Spa uses organic, 100% pure and natural ingredients, and brings its mobile eco-conscious wellness and beauty services to each guest right in their room creating a unique holistic spa experience. Whilst, creates an experience worth leaving your beautiful room for. The tables spill out on to the lush patio and are surrounded by chic, oversized leather chairs. The menu offers Mediterranean cuisine with a modern twist and the atmosphere reflects a modern, sophisticated atmosphere.

Whether it is for a quick weekend getaway or an extended stay the Viceroy is a destination that will keep you coming back time and again. General Manager Troy Pade explains, "At Viceroy Santa Monica we have a very loyal following in the creative community. They feel inspired and energized here. It might be Kelly Wearstler's Hollywood Regency décor or it could be that the staff treats them like part of the family, addressing them by name every time they come back, including the names of their dogs!" The exciting vibe, the chic décor and the personable staff all come together creating the perfect environment for an overall enjoyable stay. ➡