

**HOTELS**

Is West Hollywood Edition the new seat of power for Hollywood royalty?

By [Thomas Barrie](#)

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The new Edition opening in West Hollywood has all the components of a rock'n'roll palace à la Chateau Marmont



How many hotel launches boast Billy Idol, Diplo, Leonardo DiCaprio and Winnie Harlow on the guest list? Not many is the answer – and when one opens in such esteemed company, it's worth taking note.

West Hollywood Edition launched in earnest last month with an exclusive preview of the hotel cohosted by Arne Sorenson, CEO of Marriott International, and Ian Schrager, the man behind the unique Edition concept. After an appropriately star-sprinkled dinner at the hotel's landmark restaurant, Ardor, catered by head chef John Fraser, guests headed to The Roof, the hotel's rooftop cocktail bar, before Janelle Monaé performed at West Hollywood Edition's very own music venue and A Tribe Called Quest's Q-Tip and Pookie played late-night DJ sets. "Drinks were passed poolside as guests enjoyed a classic al fresco evening with California's famously perfect weather," American *Vogue* reported. "The best part about a hotel party? No need for the night to ever end!"



Janelle Monaé live at West Hollywood Edition

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“California dreaming is now reality” intones a press release heralding the opening of the West Hollywood Edition. It’s a bold claim, but not an inaccurate one, if *Vogue*’s breathless report is anything to go by. After all, this is a hotel so new to Sunset Boulevard that, when viewed from the wrong angles on Google Street View, it still appears variously as a building site and an empty lot. But choose the right one and it appears in all its sleek SoCal understatement, rising above the warm haze of the city.

Edition’s first – and so far only – West Coast location sits at the intersection of Doheny and Sunset, on the one-time site of the restaurant Scandia, where Frank Sinatra once had a private office and his own shower; the local area was a favoured hangout of the Rat Pack in the Fifties and the hotel has deliberately positioned itself as a link between “the California of today and tomorrow”. Not for no reason – Schrager himself was around to see the neighbourhood flourish in the late Sixties and he opened the Mondrian on Sunset in 1996. It’s only appropriate that he defines the tone for the next 25 years of West Hollywood, then.

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