

Classic Glamour Meets Modern Style At The Newly-Renovated Hollywood Hotel

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All photos courtesy of Atelier Katayon

As Los Angelenos know, location is everything. Which is just one reason the newly-renovated **Hollywood Hotel**, situated squarely in the heart of Tinseltown, is quickly becoming LA's newest must-stay destination.

Hotel director and Hollywood native Jeff Zarrinam, is spearheading the site's makeover, elevating the historic hotel to a contemporary offering with close ties to its glamorous roots. As the president and CEO of Zarco Hotels Inc., which bought the spot in 1964, Zarrinam is deeply invested in refreshing the hotel's aesthetic while maintaining its authentic charm.



You won't find Planet Hollywood-style memorabilia adorning the walls of Hollywood Hotel. Designer Katy Naghavi, founder of Beverly Hills-based **Atelier Katayon**, is keeping the clichés at bay and instead updating the rooms with fresh, chic, cosmopolitan touches that incorporate updated elements like light wood grain floors and modern custom-designed furnishings. The subtle nods to old Hollywood glamour abound, however, vintage-style clothes racks and fashion-inspired artwork can be found in every room as well.

Although just minutes from some of the most high-traffic tourist destinations including the Hollywood Walk of Fame, Grauman's Chinese Theater, and that world-famous sign, the hotel's quiet courtyard serves as welcome sanctuary from the hustle and bustle of Hollywood Boulevard. Along with a renovated pool area that includes a veranda for spa treatments or events, the serene outdoor space offers a perfect place to enjoy a cocktail under the stars.



Guests don't have to travel far to have the best view in town. The Moroccan-inspired renovated rooftop overlooking the Hollywood Hills and sprawling city below will boast everything from a permanent bar, pool, and lounge to a putting green, ping pong tables, and outdoor movie theater.

Aside from the unique updates, Hollywood Hotel will also feature enticing amenities sure to please visitors: free WiFi, an on-site fitness center, outdoor pool, and more are all part of the

deal. Not to mention, the hotel also has its very own comedy club, making late night entertainment decisions a no-brainer.



Hollywood Hotel is located at 1160 North Vermont Avenue, Los Angeles, CA 90029. For reservations or information, call toll free 1-800-800-9733 or locally 323-315-1800, or visit www.Hollywoodhotel.net.

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