



TRAVEL + TOURISM BOARD

## WHAT'S HAPPENING NOW & NEXT IN WEST HOLLYWOOD



### *The Latest News from the West Hollywood Travel + Tourism Board*

#### NOW

##### Stylish New Digs

True to the “you do you” spirit of West Hollywood, the city’s 19 hotels each boast their own distinct character, ensuring that visitors of all kinds will feel at home here. New to the West Hollywood hotelscape is the [West Hollywood EDITION](#) by Marriott International in partnership with world-famous designer Ian Schrager, bringing luxury and exclusivity from top to bottom – literally. Located on the Sunset Strip, the property features 140 guestrooms and 50 suites and 20 residences, plus a rooftop pool, basement club and signature restaurant led by Michelin-Starred Chef John Fraser, a lounge and full-service spa in between. Also debuting on the iconic Sunset Strip is the [1 Hotel](#). Featuring 235 guestrooms and 50 suites, including dual penthouses perched atop the city skyline and a rooftop bar, the 1 Hotel celebrates the natural California lifestyle with a conscious earthy design and dramatically sweeping views from floor-to-ceiling windows.

##### New on the Menu

- Helmed by *Top Chef* Season 3 winner Hung Huynh, the just-opened [Warrior](#) lounge caters to the nightlife culture of West Hollywood, with an eclectic Asian menu of creative fare.

- Michelin Starred Chef and California native John Fraser spearheads the West Hollywood EDITION's signature restaurant [Ardor restaurant](#). Renowned as one of the best vegetable chefs in the world, Fraser's menu features an artful balance of produce and meats, using techniques from around the world and products sourced hyper-locally.
- In the new 1 Hotel, [1 Kitchen](#) serves up truly California farm-to-table fare, as the restaurant is sustained by the on-site, 100% organic garden and beehive and the fresh creations of Executive Chef Chris Crary.
- Also new to West Hollywood is the highly anticipated [Olivetta](#), led by Chef Michael Fiorelli, who is known to champion flavors of the Mediterranean from Greece to France, Italy and Spain.
- [Fresh](#), a vegetarian paradise in Toronto for 20 years, has arrived in West Hollywood on Sunset Blvd., serving up its famously crave-able plat-based dishes, including a full line of raw, organic pressed juices, craft cocktails and extensive menu of delicious food from small bites to indulgent entrees.

### **Fitness for Your Face**

With its first flagship store on the U.S. West Coast, [Face Gym](#) has opened in the 1 Hotel on Sunset Blvd. The latest innovation to West Hollywood's fitness and beauty regimen involves a bevy of "workouts" for the face, courtesy of the professional Face Trainers at Face Gym. The concept approaches facial rejuvenation beneath the skin's surface, targeting more than 40 facial muscles with massaging, sculpting and contouring exercises. From vitamin-rich treatments to electrical stimulation and deep detox, the Face Gym aims to give guests that post-workout glow in a variety of ways.

### **The Fittest Clubs in Town**

Also new on the wellness front are two membership-based options that take the fitness culture of L.A. and blend it with the cool factor of belonging to an exclusive club. [Remedy Place](#) is a social club that promotes the balance of health and fitness through treatments like cryotherapy, hyperbaric oxygen therapy, ice and sound baths and a host of other current modalities. Meanwhile, [Monarch](#) focuses its approach to balance beyond the physical, fostering fitness as well as personal growth and optimization.

### **House of Health**

[Health House](#), the first dedicated rowing studio that combines crew mentality with full-body burn, has hit the WeHo fitness scene. This is the place for anyone who wants to chisel from head to toe and only has 45 minutes a day to do it. High-energy and high-tech, Health House takes your goals to the next level.

## **NEXT**

### **Upcoming Hotels**

On the glittering horizon for 2020 is the [Pendry West Hollywood](#) by Montage Hotels & Resorts, which will showcase all the elements of the good life in the heart of Los Angeles. Design and creativity take the spotlight here, with innovative interiors and curated art collection, plus rooftop pool and bar, entertainment and screening room and even a bowling alley.

### **Cannabis Culinary Culture**

The [Original Cannabis Café](#), formerly known as the Lowell Café, the country's first cannabis consumption lounge, has opened the floodgates for a perpetuating herbal trend throughout West Hollywood, which will see two new dedicated eateries open in the coming months. The first will be [Aeon Botanika](#), a health and wellness center with a cannabis consumption area in the café, which sets a Moroccan teahouse vibe for a plant-based menu, coming in 2020. Also in 2020, [Budberry](#) will become West Hollywood's first licensed, edibles-only consumption lounge, dispensary and café. The innovative spot will operate as a café throughout the day and afternoon with kombucha, pastries, teas and coffee, then will transition to a lounge in the evenings, serving in-house produced cannabis products, THC/CBS-infused beverages and other specialties.