



Le Montrose Suite Rebrands as Montrose West Hollywood As It Renovates

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Le Montrose Suite Hotel has rebranded itself as the Montrose West Hollywood as part of a \$15 million remodeling.

“We have significantly enhanced our unique hotel by incorporating the spirit of West Hollywood and LA’s entertainment history into every aspect of the guest experience, from the interior design and logos to the dining and lounge spaces,” said Andrew Maffei, general manager of Montrose West Hollywood, in an announcement of the rebranding and remodeling. “We look forward to sharing the reimagined Montrose West Hollywood with new and returning travelers while still providing the outstanding VIP service our guests have come to expect.”



The rebranding makes Le Montrose, located at 900 Hammond St., one of five of the city’s 19 hotels that now has “West Hollywood” in its name. The others are the Andaz West Hollywood, the Chamberlain West Hollywood, The London West Hollywood and

Palihouse West Hollywood. Two West Hollywood hotels – the Standard Hollywood and the Mondrian Los Angeles – are branded otherwise.

The practice of local businesses using the names of cities such as Beverly Hills and Los Angeles and areas such as Hollywood has long annoyed some residents and civic leaders, notably former City Councilmember (and now L.A. County Assessor) Jeffrey Prang. Prang has suggested that that may have reflected the reluctance of some businesses to associate themselves with a city well-known for its gay population.

However, in recent years West Hollywood seems to have become a more popular brand, with gossip websites frequently calling West Hollywood out as the location of events and scandals involving celebrities.

The Montrose’s renovation includes all 133 suites, the lobby, a new café and lounge, updated meeting spaces and a refreshed rooftop pool deck. “Inspired by Hollywood’s past and present entertainment industry, the hotel’s new design blends urban style with upscale sophistication, providing the perfect home away from home for artists and creatives in the heart of West Hollywood,” says an announcement of the renovation. The designer for the project was Jackie McGee of Perkins + Will.

The new Timbre Café and lounge and rooftop bar, open only to hotel guests, is headed by Executive Chef Bryan Achay.

The new Tone Lounge offers seating areas where guests can meet or work. In the evening, the lounge transitions to serve pre-dinner cocktails followed in the evening by a “Vino & Vinyl Hour,” blending complimentary wine with a different music selection from Montrose’s vinyl library.

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