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How Silicon Valley's New Luxury Park James Hotel Got Its Personality



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Park James Hotel exterior. Image courtesy Personify.

Krista Skehan, founder of Silicon Valley-based branding firm **Personify** has one of the coolest jobs ever—giving hospitality brands their unique personality. Blame it on hours personifying her childhood stuffed animals, Krista now infuses everything with a human persona—imagining hotels and restaurants as real people—visualizing how they would dress, act, think, feel—to better connect with guests.

And together with interior design firm **Parisa O'Connell**, Krista gave personality to the Bay Area's newest luxury retreat: **Park James Hotel** and its swanky **Oak + Violet restaurant** — a unique hospitality brand that blurs bespoke charm and cutting-edge California craft for a modern Silicon Valley oasis. We sat down with Krista to understand how the Park James got its character.

