



+ CUSTOM HOTEL & PALIHOUSE HOLLOWAY, LA

## funky on the inside

A new hotelier is making a bold statement in Los Angeles, with the launch of two properties, each with its own vibe and a design-driven individuality. Talk about crazy, sexy, cool...



**I**n the midst of finishing your first script and desperate to spend some time in Hollywood shopping it to agents and directors? Then you might be interested in the accommodation options from Avi Brosh, the founder of Palisades Development Group. In the past, Brosh's company has created unique residential developments, but has hit the hotel industry with force.

In November, the company opened Custom Hotel, a funky budget place right near LAX. Obviously, you can stay for however long you plan to be in LA, but we love that you can also take a room if you're just transiting and hang out at the outdoorsy Hopscotch bar overlooking the pool, with its fire pit and private cabanas.

More recently, the company's first boutique long-stay property, Palihouse Holloway in West Hollywood, welcomed its first guests. Ranging from studios to

two-bedroom apartments, the 36 suites have full kitchens, marble bathrooms with rainshowers, and some great vintage furniture. With its brasserie and *tabac* downstairs, there's nothing at all corporate about these digs. Guests can organise functions on the roof terrace, borrow the house bikes and ask the House Master to organise shopping, laundry or a personal trainer. The catch, if you can call it that, is that you have to stay for a minimum of seven nights.

Next up is Palihouse Vine, on the corner of Hollywood and Vine (that even sounds cool), due to open in February next year, with the Palihouse Venice, near Venice Beach, the final in this trilogy, but with no firm opening date yet announced. We think Avi Brosh is definitely one to keep an eye on. **Custom Hotel, +1 877 287 8601, customhotel.com. Palihouse Holloway, +1 323 656 4100, palihouse.com.**

TOP The foyer of Custom Hotel LEFT A bedroom and living area in a suite at Palihouse Holloway