



Jaunt Magazine

February 1, 2008

LAX: The Luxe Layover

Finally! A hot hotel near LAX for the design-driven diva in need of some budget-conscious digs.

The Custom Hotel, located at the southwest corner of Lincoln and Manchester near Marina Del Rey, is Avi Brosh's answer to the luxe layover. An ultra-modern 250-room hotel intended to fill a void in the LAX area, The Custom was originally designed by Welton Beckett, the renowned mid-century architect known for his modernist approach with LA landmarks like the Capitol Records building, Cinerama Dome, and Dorothy Chandler Pavilion. Now, with the help of Brosh's Palisades Development Group, the 12-floor hotel has undergone an extensive renovation, transforming the tower into a sleek contemporary space.



Accents include a stadium sundeck, an outdoor heated pool, poolside tapas bar, fire pit and DJ lounge.

“We saw a need in this area of Los Angeles for a lifestyle-driven hotel that caters to a customer looking for great design at a modest price,” said Avi Brosh, President of Palisades Development Group. “Over 80% of transient business to L.A. stays near LAX, and those travelers are craving some place fresh and fun to visit. It will be the antidote to boring beige airport hotels.”

We agree, Avi. Beige is such a snooze.

The hotel boasts some of the city's most panoramic views, including those of the ocean, Malibu, Hollywood Hills and Downtown LA and features espresso check-in, a 24-hour restaurant, live DJ's nightly, layover rooms and numerous lounges. Rooms include flat screen TV's, iPod docking and stocked mini bars. Other creature comforts? Complimentary wireless, high-speed Internet and organic bath amenities!! That's right... our eco-loving spirit gets giddy at the thought of organic products.

Room rates start at just \$119/night.

Jaunt says, “Have a lay....over.”

www.customhotel.com