

TRAVEL AND HOSPITALITY

1 Hotels continues expansion with West Hollywood hotel acquisition

July 27, 2017



The Jeremy Hotel was acquired by Starwood Capital Group for an undisclosed sum. Image credit: Starwood Capital Group

By STAFF REPORTS

Starwood Capital Group is expanding its eco-friendly hospitality concept 1 Hotels to the West Coast with the acquisition of a West Hollywood, CA property.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

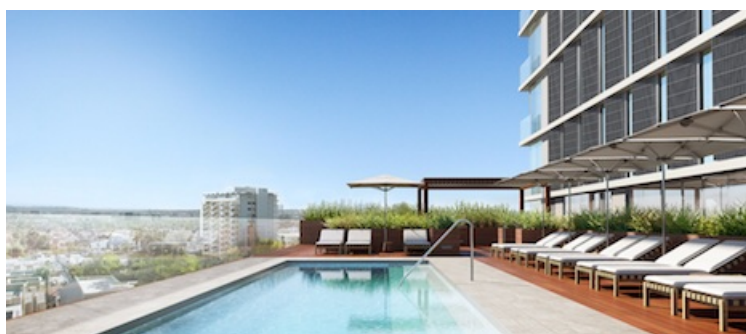
The investment firm has acquired, through a controlled affiliate, the new-build hotel, The Jeremy West Hollywood property, which features 286 guest rooms. Financial terms of the transaction were not made public.

Eco-expansion

The Jeremy West Hollywood Hotel was designed by Skidmore, Owings & Merrill and will open in August.

The newly constructed hotel property is located on the corner of La Cienega and Sunset Boulevard. Due to its hilltop position, it has unobstructed views from most rooms, ranging from Santa Monica to Downtown Los Angeles, all of which is visible from its 360-degree rooftop bar.

Of the 286 guest rooms at The Jeremy Hotel, 50 are suites, including two penthouses. The hotel floor plan also includes a pool, fitness center, two large conference rooms and a meetings and event space. In addition to its rooftop bar, the hotel also has a cafe, restaurant and lobby bar.



Rendering of the pool deck at The Jeremy Hotel, soon to be 1 West Hollywood. Image credit: Starwood Capital

Group

Although the property will debut as The Jeremy Hotel next month, over the course of the following year, it will be transformed into the 1 West Hollywood.

As the 1 West Hollywood, the hotel will join sister hotels near New York's Central Park, Brooklyn ([see story](#)) and Miami Beach.

Additional openings are planned for Cabo San Lucas, Mexico in fall 2019, Sunnyvale, CA in late 2019 and Sanya, China in 2018.



Guest room rendering for The Jeremy Hotel, soon to be 1 West Hollywood. Image credit: Starwood Capital Group

"We are excited to acquire this amazing asset in the vibrant West Hollywood market and add it to our rapidly growing 1 Hotels brand portfolio, said Barry Sternlicht, chairman of Starwood Capital Group, in a statement.

"The opportunity to acquire this new extraordinarily located real estate in such an important destination with all of its amenities was extremely compelling to our brand and team," he said.

"We can't wait to launch The Jeremy and later bring our award-winning luxury sustainability focused brand to a city and state that cares so much about the environment."

SH Group, Starwood Capital's in-house management company, will manage The Jeremy and 1 West Hollywood. SH Group manages all 1 Hotel brands and the Baccarat hotel in New York's Midtown.