

DESIGN HOTELS™

PRESS RELEASE



Hotel June *Beyond hospitality*

Berlin, February 11, 2020 – The opening of Hotel June marks the next chapter in the inspiring narrative of Proper Hotels. Together co-founders Brian De Lowe and Brad Korzen have conceived a more approachable, value-focused embodiment of the Proper vision. Opening Spring 2020, this hip Westside charmer marks the debut of a brand that will cater to travelers who seek design, dining, and community at an accessible price point. Occupying a 250-room mid-century building, the modern coastal aesthetic of Hotel June frames an immersive cultural experience thanks to collaborations with local creatives, artists, and artisans. With a culinary concept cooked-up with the team behind Scopa Italian Roots and a sublime, Baja-inspired ground floor pool deck, Hotel June is the requisite urban hangout that the Westside has been waiting for.

“We are thrilled to launch Hotel June, our sister to Proper Hotels,” states De Lowe. “We created Hotel June as a nod to the progressive lifestyle that has become synonymous with California. We’ll bring the same attention to detail that we are known for at our Proper Hotels, and the same focus on culture and experiences, but with a more playful and relaxed approach. We’re letting our hair down, so to speak, and can’t wait to introduce this new brand in our own backyard of Los Angeles.”

Originally designed by legendary L.A. architect Welton Becket, the classic lines of Hotel June’s exterior complement restrained interiors defined by the use of warm natural oak, earthy finishes, and custom furnishings. Local design agency Studio Collective were tasked with crafting the bright, modern interiors

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which are grounded in the creative, freewheeling soul of coastal California—befitting the hotel’s hyper-local ethos. Embodying a cool, stripped-back aesthetic, the spacious rooms, many of which with sweeping ocean or city views, are outfitted in a curated collection of furniture and select artwork sourced from local craftsmen and artists, reflecting the Westside’s progressive creative spirit.

Embracing the city’s colorful and thriving foodie scene, Hotel June has teamed up with local hospitality impresario Steve Livigni of Happy To Serve You Hospitality Group (Scopa Italian Roots, DAMA, Old Lightning) to co-conceive the food and beverage concepts. Reflecting Hotel June’s favorite stops on a road trip from Northern Baja to Santa Barbara, the dining sensibilities here draw heavily on inspiration from California’s diversity, agriculture, brewing, winemaking, and distilling. Hotel June’s culinary programs aim to be single-use plastic-free, in alignment with the team’s continued efforts toward sustainability.

Framed by lush greenery, the exterior ground-level pool deck epitomizes laidback L.A. living. An intimate pool is surrounded by stylish teak loungers, while a shaded terrace is perfectly appointed for whiling away languid summer days with small plates and long drinks. The lobby, with its living room and all-day restaurant, is the beating heart of the hotel; a warm, engaging space that encourages purposeful engagement and collaboration between guests and locals alike. The conversation continues through a progressive program of workshops, performance, talks, tastings and live music, created in partnership with the Westside’s creative community.

Location

Hotel June’s location on the Westside means a short, 5-minute drive to city’s iconic coastline or into the heart of Silicon Beach, with the highly anticipated SoFi Stadium only 10 minutes away.

About Proper Hospitality

Proper Hospitality designs, brands, and operates high-end lifestyle hospitality experiences under its Proper, Avalon, and June brands. Each is a distinctive reflection of the vibrant community surrounding it, yet as a group they share a common belief in uncommon luxury, convenience of location, and world-class amenities provided by locally vetted innovators in food and beverage, technology, art, music, fashion and wellness. Led by the visionaries behind the The Kor Group, the company currently manages Proper branded hotels in San Francisco, Santa Monica, and Austin, Avalon branded hotels in Beverly Hills and Palm Springs, as well as the Hotel June on the Westside of Los Angeles. In addition to its latest openings in 2019 and the upcoming 2020 opening in Downtown LA, look to see the brand expand into new markets such as Portland, Miami, New York, Nashville, Denver and others. For more information, visit: www.properhotel.com

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Notes to Editors

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About Design Hotels™

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Design Hotels™ represents and markets a curated selection of over 330 independent hotels in more than 60 countries across the globe. More than a collection of hotels, the company is a collection of stories. Each property reflects the ideas of a visionary hotelier, an "Original", someone with a passion for genuine hospitality, cultural authenticity, thought-provoking design and architecture. Each "Original" stands for the individual, aesthetic and service-driven experience that his or her hotel provides.

In 2017, Design Hotels™ launched Further, a traveling laboratory for experiential hospitality that transforms hotels across the globe into temporal hubs of thematic exploration. The mission behind Further aligns with the values of the future-facing *Promad*, a new generation of traveler embracing progressive travel and global nomadism. First identified by Design Hotels™ in collaboration with leading futures consultancy The Future Laboratory, the purpose-driven, self-actualizing *Promadic* movement is set to shape the future of hospitality.

Founded by Claus Sendlinger in 1993, Design Hotels™ offers its members insightful travel industry knowledge, from market trend consultancy to international sales representation. The company has its headquarters in Berlin and branches in London, Los Angeles, New York and Singapore. Executive Board members are: Peter Cole (CEO), Serdar Kutucu (COO) and Sascha Wolff (CFO). In 2019, Design Hotels™ joined forces with Marriott Bonvoy, enabling its member hotels to have both a greater and more selective reach while offering its Community the benefit of the industry's leading loyalty program.

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