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# The Hotel Of Hollywood Gets A Makeover, Classic Glamorous Hollywood Style

The Hotel Of Hollywood is on a journey of a multi-million dollar renovation. Hotel director Jeff Zarrinnam, also known as 'Mr. Hollywood', has teamed up with respected interior designer, Katy Naghavi of Atelier Katayon. Rooms and public space will pay homage to Hollywood glamour, creative spirit with contemporary yet thoughtful amenities; this intimate hotel is one that evokes comfortable, and where cosmopolitan meets vintage Hollywood glamour.



Says Jeff Zarrinnam: "The current renovation will elevate Hollywood Hotel to a more c temporary offering while paying homage to its Hollywood roots. At the same time, this refreshening allows us to comply with Green Seal specifications as we seek the Bronze, then Silver and ultimately the Gold classification."



Zarrinnam is the President and CEO of Zarco Hotels Inc., which owns The Hollywood Hotel and is also one of the most active and a visionary leaders in the city. He has a deep connection with the city of Hollywood and this connection goes a long way back. Born in Hollywood more than 50 years ago, having this city as his permanent home is one of the things he feels lucky about.



Jeff Zarrinnam's fascination with Hollywood is as deep as his roots in the community. The re-established Hollywood Hotel on Vermont Avenue was built in 1964 and purchased by Zarco, Inc. in 1994. Jeff has amassed many original items from the hotel's first location on Hollywood Boulevard. In addition to launching an aggressive renovation of Hollywood Hotel, Jeff is restoring the 31- suite Chateau Celeste, an upscale boutique hotel directly across the street from Hollywood Hotel, which was originally built in 1927.



Charge your Chevy Volt

The 130-room Hollywood Hotel is "where all the action begins in Hollywood." The Hollywood Hotel is situated right in the heart of this famed entertainment capital of the world! Being centrally located, people can feel the cutting edge culture of this city, with everything so nearby. It is the closest hotel to the Hollywood sign, LA zoo, the Walk of Fame, Grauman's Chinese Theater.

The location is on of the best places to stay in Hollywood, which is appreciated by the worldwide business travellers, vacationers and also the locals. They also provide necessary amenities like on- site fitness center, hot breakfast buffet, free WiFi and a customer service which is incomparable. The Hotel of Hollywood also own a Comedy Club which hosts famous comedians on a weekly basis for the entertainment of their guests.

#### **Room Renovation:**

All the updated rooms will be comprised of chic, modern comfort and will have a classic touch of Hollywood, but not in the cliché sense. The classic touch comes from the light-wood grain floors and other updated elements include smart TV's, modern furnishings, down-filled duvets and pillows. You will also find a classic vintage style clothes rack and a latest fashion inspired artwork adds the Hollywood glamorous of studio wardrobe department to the overall feel.



Poggessi toiletries from Tuscany, black and white bathroom textures adds to the glamorous touch of the Hotel. Also, guests will enjoy world class in room amenities with world class luxurious brands. Amenities like single coffee makers, flexible reading lights, Bluetooth enabled alarm clock and many more.

## **Public Spaces:**

Most of the rooms have the view of the courtyard where guests are invited for the cocktail party under the stars with a calm environment, just minutes from the 24/7 bustle of Hollywood Blvd. The pool area is being renovated to include a new restroom, a veranda for events or spa treatments.



### **Rooftop:**

The rooftop is inspired from a Moroccan design. In addition to the breathtaking panoramic views of the Hollywood city and the hills, amidst the birds of paradise and night-blooming jasmine, it will also include lounge, pool, permanent bar, outdoor movie theater, ping pong tables.

If you wish to visit this hotel whenever you visit this city, then for reservations call their toll free number 1-800-800-9733 or local number **323-315-1800** or visit <a href="www.Hollywoodhotel.net">www.Hollywoodhotel.net</a> for more information.

Hollywood Hotel is located at 1160 North Vermont Ave., Los Angeles, CA 90029.

Written by Jane Emery