

THE
RESIDENCES AT
THE WEST HOLLYWOOD
EDITION

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EDITION



Created by renowned architect John Pawson, The Residences at The West Hollywood EDITION are inspired by the warm climate, golden light, and unique spirit of Los Angeles. Indoor and outdoor living are elegantly intertwined and panoramic views are celebrated. Walls of full-height windows glide along tracks until they virtually disappear while bronze-hued louvered screens filter sunlight. White oak flooring transitions seamlessly to expansive private terraces. Custom elements include Pawson-designed millwork, cabinetry, hardware, and lighting. Each of the 20 residences, located exclusively on the floors above the hotel, features ceiling heights over 10 feet and large art walls.

RESIDENCES



Sunset Boulevard
entry drive

Every location has its own grain, but the traits that characterize West Hollywood have a particular strength and resonance. This was at the forefront of my thoughts when it came to designing The Residences at The West Hollywood EDITION. Here, above all, there should be a powerful sense of place. This starts with the way the architecture locates you in the extraordinary views to every aspect, but it's also about reinforcing the feeling of being at the gravitational heart of something special in terms of the city and its cultural life.

At the same time, my focus is always very much on how people live. These are homes, and real thought has gone into the layouts and details of how each room will be used. My work isn't about radical reinvention. I am interested in making environments where the quality of light, surface, proportion, and atmosphere come together to create spaces that feel good to be in, where everything the eye sees and the hand touches is considered and refined.

John Pawson





Private 24-hour attended
residential lobby



Great Room with
270-degree views



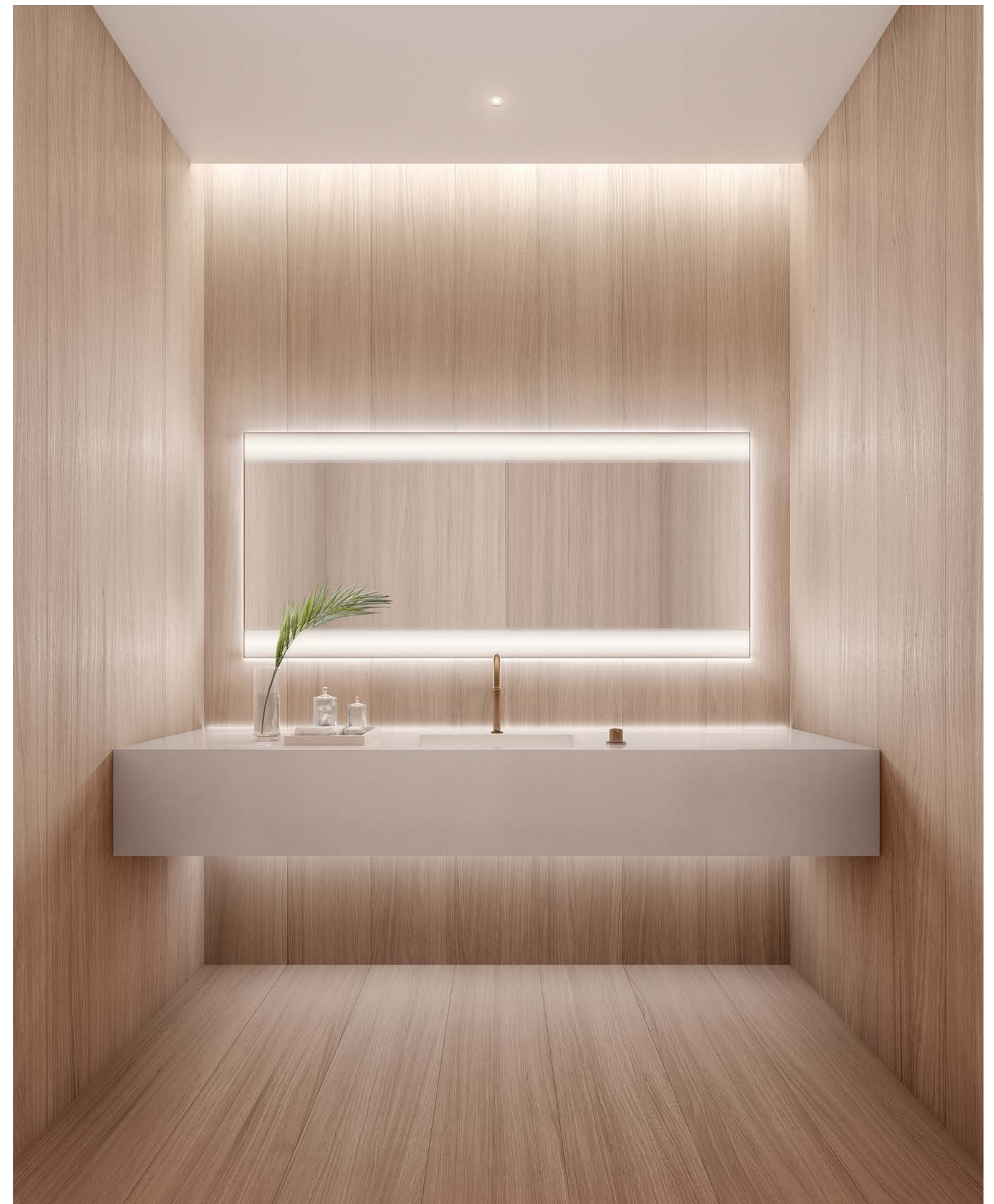
Floor-to-ceiling glass
doors and windows



Molteni kitchens
by John Pawson



Master bathrooms and powder rooms (facing page) feature custom floating vanities





Master bedroom
with private terrace



South-facing terrace



Integrated indoor and
outdoor living



View of downtown
Los Angeles at sunrise



South-facing view at sunset

The West Hollywood EDITION offers residents access to a host of premier hotel services and amenities. The residents-only lobby and landscaped rooftop pool terrace both provide exclusive spaces and privacy as well as the undivided attention of dedicated staff. Social and entertainment venues include a lobby-level restaurant with trellis-shaded garden seating and the beautifully landscaped hotel rooftop pool terrace. The hotel rooftop also features a bar and lounge with dramatic window walls and a planted wraparound terrace that offers the perfect perch for sunset cocktails and endless views across Los Angeles. A full-service spa, a fitness center, valet parking, and in-residence dining are among many conveniences available to residents. The West Hollywood EDITION is part of the EDITION brand created by visionary hotelier Ian Schrager. Its inspired mix of high-concept design and one-of-a-kind experiences continues to make its mark in gateway cities worldwide.

**EDITION
LIFESTYLE**



Residents-only rooftop pool



Hotel rooftop pool



Hotel rooftop lounge



Hotel rooftop bar

EDITION Hotels are portals to the world's most original and sophisticated destinations. They're conceived for discerning people who are not only in the know but who want and even demand a one-of-a-kind, unique experience. One that hits the cultural zeitgeist and manifests the true spirit and essence of the city it is located in. Every EDITION can only exist exactly where it is because every EDITION is a distilled reflection of its location. The West Hollywood EDITION looks for inspiration to its place on the iconic Sunset Boulevard, which enjoys the extremely rare and unlikely circumstance of being only a short distance from the mountains, the ocean, the desert, and the snow. It is a city where car culture reigns supreme and glamour lives side-by-side with a profound reverence for holistic living. From garden to rooftop, EDITION caters to the simplest and most universal pleasures – nightlife, dining, fun, business, culture, relaxation, and socializing with style that elevates the spirits. It is authentic Los Angeles served up with a twist and a light touch in a luxurious, refined, sophisticated way.

Ian Schrager



Outdoor lounge
adjacent to hotel lobby



Hotel lobby features
an installation by Sterling Ruby



Garden-level restaurant





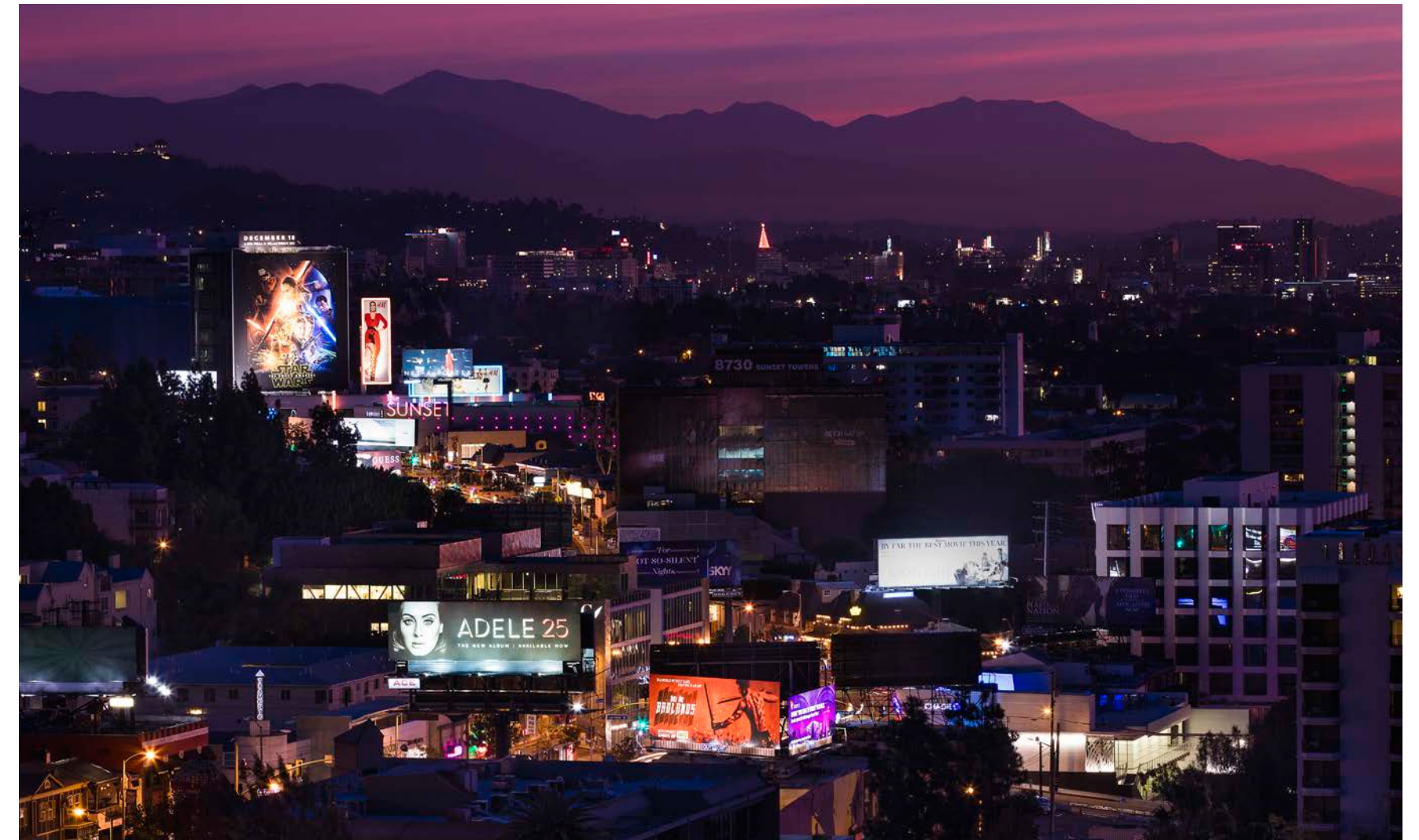
The spa at
The West Hollywood
EDITION

From its dramatic setting at the intersection of Sunset Boulevard and Doheny Drive, The West Hollywood EDITION distills the best of Los Angeles into a singularly compelling location. Residences and the rooftop lounge and pools are surrounded by iconic views that stretch from the Downtown skyline to Century City and the Santa Monica coastline. Rodeo Drive's boutiques, West Hollywood's nightclubs, and Beverly Hills' restaurants are all moments away, as are cultural institutions, live entertainment venues, and an array of art galleries. The West Hollywood EDITION is at once the exclusive retreat you'll never want to leave and the ultimate launch point for the quintessential contemporary LA lifestyle.

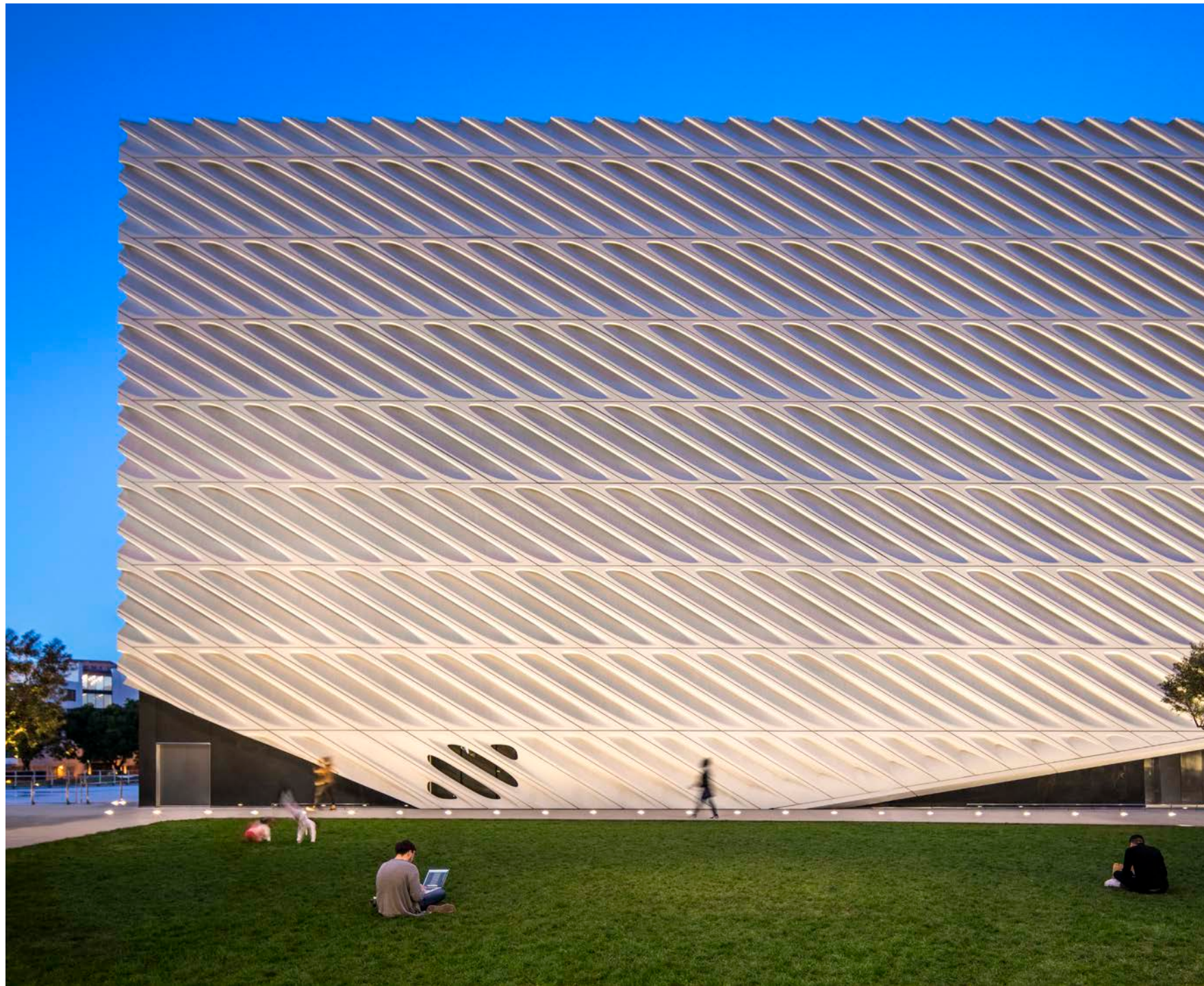
LOCATION

When I decided to develop in Los Angeles, I waited until I found the perfect site. The West Hollywood EDITION property has everything I was looking for and more. It offers the most coveted views in every direction in a location that is superior to any other in the city. The neighborhood is sophisticated with an edge. It is steeped in the rich character of the legendary Sunset Boulevard and bordered by the majestic Hollywood Hills while being right in the vibrant heart of West Hollywood. I'm grateful and honored to be working with Ian Schrager and John Pawson, who share my passion for thoughtful development and my belief that a project's location should inform its identity. This shared set of ideals is what enabled us to tell an authentic story at The West Hollywood EDITION and create something that's never been done before. Every decision we made was painstakingly considered and every detail is meticulously crafted – nothing has been overlooked. The results speak for themselves: The West Hollywood EDITION is a one-of-a-kind project in a one-of-a-kind location that invokes history while inspiring the future.

Steven Witkoff



Sunset Boulevard:
the physical and cultural
heart of West Hollywood



The Broad contemporary art museum (above) and the Walt Disney Concert Hall (facing page)



The Los Angeles County
Museum of Art (above)
and The Ivy in Los Angeles
(facing page)





Gracias Madre in
West Hollywood (above)
and Spago in Beverly Hills
(facing page)



Rodeo Drive
in Beverly Hills



The Row (above) and
Maxfield (facing page)
in West Hollywood

DESIGN TEAM

IAN SCHRAGER COMPANY

For over five decades, since the '70s, Ian Schrager has achieved international recognition for concepts that have revolutionized the entertainment, hospitality, food and beverage, retail, and residential industries. He has changed the way we live our lives, entertain ourselves, party, dance, socialize, holiday, work, dine, drink, play, and shop, and even how we see the world. His passionate commitment to the modern lifestyle has been expressed through a series of pioneering concepts and the creation of numerous original innovations that have become standards and continue to be imitated throughout the world.

His keen instincts for the mood and feel of popular culture were honed during the '70s and '80s, when he and his late business partner, Steve Rubell, created the legendary and groundbreaking Studio 54 and Palladium nightclubs. They soon turned their attention to the hotel business, opening Morgans Hotel in 1984 and introducing the concept of the “boutique hotel” to the world. The partners saw the opportunity to challenge the traditional “take no offense” white box and mass-market mentality in favor of something more unique, daring, and original that gave people an elevated experience and elicited an emotional, visceral reaction. What was accomplished, for the first time, was a hotel that could appeal to a sensibility and be freed from the constraints of traditional demographics. The entire hotel industry was turned on its head.

Part visionary, part social scientist, part businessman with a gift for seamlessly integrating art and commerce, everything Ian Schrager has accomplished chronicled the cultural narrative of that time and has been an unequivocal success.



The New York EDITION
Fireside seating



The Miami Beach EDITION
Pool terrace



The Miami Beach EDITION
Hotel lobby



The London EDITION
Hotel lobby

JOHN PAWSON LIMITED

John Pawson has spent over 30 years making rigorously simple architecture that speaks of the fundamentals but is also modest in character. His body of work spans a broad range of scales and typologies, from private houses, sacred commissions, galleries, hotels, and airport lounges to ballet sets, yacht interiors, and a bridge across a lake. In 2016 Pawson completed his first major public project – the interior remodeling of the former Commonwealth Institute building in London, an iconic example of post-war British Modernism, as the new permanent home of the Design Museum. His working relationship with Ian Schrager extends over more than a decade, with commissions including 50 Gramercy Park North, the Miami Beach EDITION Residences and Schrager's own private penthouse apartment at 40 Bond.

As Alvar Aalto's bronze door handle has been characterized as the "handshake of a building", so a sense of engaging with space through everything the eye sees or the hand touches is a defining aspect of Pawson's attitude to design. His method is to approach design commissions in precisely the same way as he approaches buildings, on the basis that "it's all architecture". Whether at the scale of a house, a saucepan, or a ballet, everything is traceable back to a consistent set of preoccupations with mass, volume, surface, proportion, junction, geometry, repetition, light, and ritual. In this way, even something as modest as a fork can become a vehicle.



Picornell House
Mallorca, Spain



Private residence
Los Angeles



St. Tropez House
Provence, France



Living room
St. Tropez House

DEVELOPMENT
TEAM

WITKOFF

Founded by Steven Witkoff in 1996, Witkoff is a market leader in the ownership and development of premier residential, hospitality, office, retail, and mixed-use properties in major cities across the United States and abroad. Over the past 20 years, the firm has invested in more than 75 projects comprising more than 18 million square feet and representing in excess of \$7 billion in total transaction value.

Witkoff specializes in identifying and acquiring undervalued properties with strong repositioning potential in gateway markets. The firm's team of seasoned real estate professionals approaches each property in accordance with a defined set of fundamental principles. They leverage deep experience with all aspects of acquisitions, development, and operations to execute strategies that unleash latent value, build upon it, and protect it for the long term.

Witkoff is proud to have developed a network of relationships that support ongoing achievement of the firm's goals. Major property owners, advisors, and brokers consistently open up opportunities to source first-look and off-market transactions, while globally renowned financial institutions ensure seamless access to debt and equity for even the most complex or capital-intensive projects. In addition, strong rapport with municipalities and community groups facilitates positive outcomes related to land-use entitlements and zoning requirements.

Through multiple market cycles, Witkoff's vertically integrated approach, vast industry knowledge, and industry-wide relationships have resulted in a powerful track record of success. From construction of high-profile contemporary buildings to restoration of iconic historic landmarks, the firm's portfolio reflects expertise in creating value across diverse asset classes in a variety of dynamic urban environments.

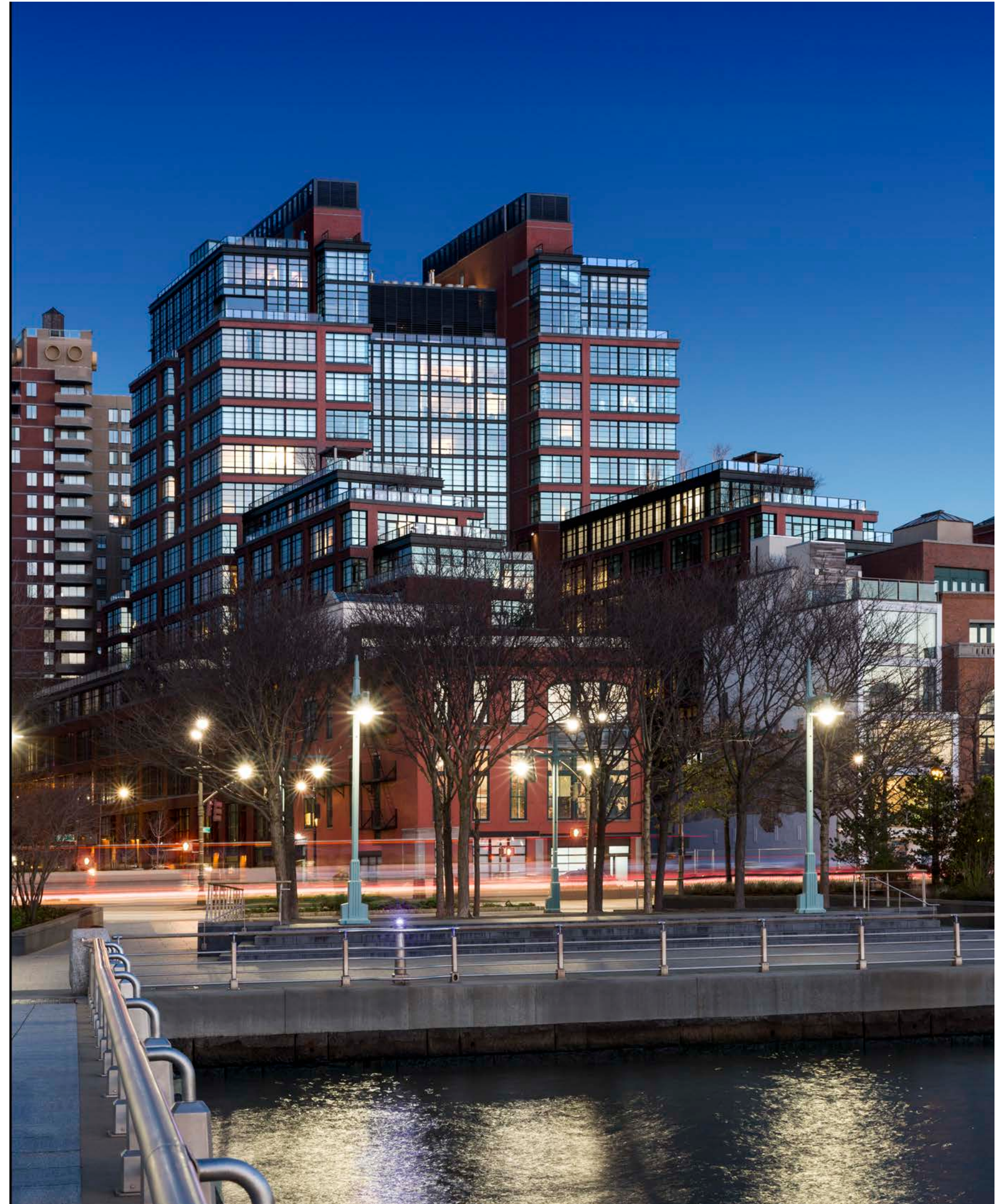


111 Murray Street
New York City



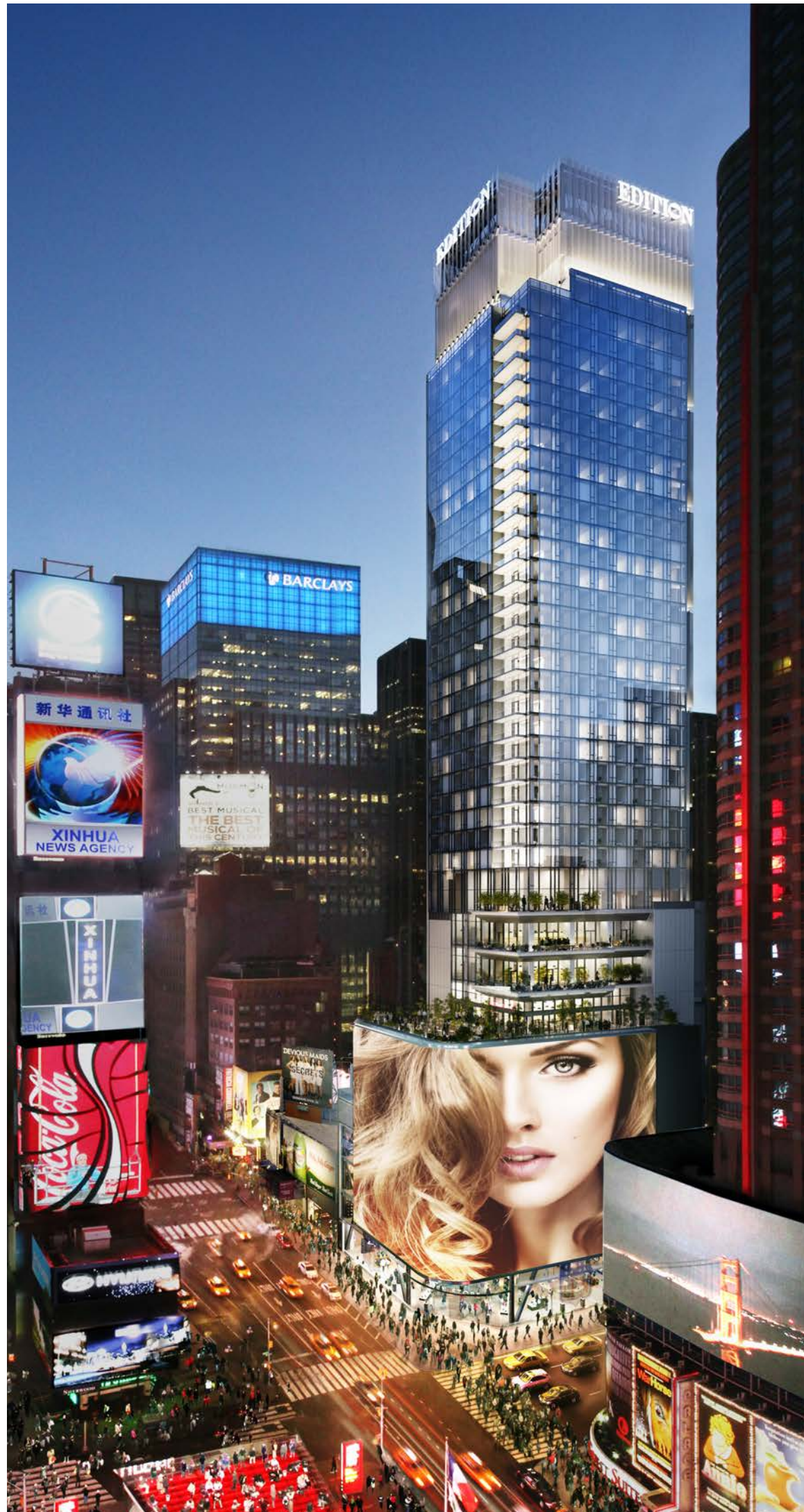
111 Murray Street

150 Charles Street
New York City





Pool at
150 Charles Street



The Times Square EDITION and
215 Chrystie Street (facing page)
New York City



NEW VALLEY LLC

New Valley LLC is the real estate subsidiary of Vector Group Ltd. (NYSE: VGR) and maintains equity positions in numerous real estate investments, including a broad portfolio of domestic and international projects in the U.S. and the Caribbean. New Valley targets opportunities in high-barrier-to-entry markets with irreplaceable locations that generate strong risk-adjusted returns. New Valley's investment and development portfolio comprises apartments/condominiums, hotels, and land in Manhattan, Queens, Miami Beach, Los Angeles, Palm Springs, Maryland, and Bermuda. New Valley owns 70 percent of Douglas Elliman, the largest residential real estate brokerage firm in the New York metropolitan area and fourth-largest in the U.S.



10 Madison Square West
New York City

THE
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THE WEST HOLLYWOOD
EDITION

IAN SCHRAGER
Design

JOHN PAWSON
Architecture

WITKOFF
Development

NEW VALLEY LLC
Development

**DOUGLAS ELLIMAN
DEVELOPMENT MARKETING**
Exclusive Marketing and Sales

DBOX
Branding & Creative

Sales Gallery

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