



**it's cooler here**

Press Kit 2016





Luxury, modern, relaxed and cool are just a few words that describe the experience and ambiance that guests of Shade Hotel Redondo Beach will encounter during their stay. Offering a superior standard of exceptional design, lavish amenities and unparalleled personal service, the Shade Hotel experience is unrivaled.

Shade... it's cooler here.







Shade Hotel Redondo Beach is the second luxury boutique hotel of the Shade brand. Set to open in late summer of 2016, it serves as the premiere destination of the Redondo Beach Waterfront Revitalization Project. The highly anticipated arrival of Shade Hotel will fuse the relaxed Redondo Beach attitude of coastal living with a sophisticated getaway to be experienced by locals and visitors alike.





Shade Hotel is located on the Redondo Beach King Harbor waterfront. This charming coastal community offers visitors stunning ocean views, a vibrant beach scene and picturesque sunsets. Ambiance and idyllic scenery are ideal for destination and beach weddings. Frequented by yacht enthusiasts, paddle boarders, surfers and beach goers who come to take advantage of the exceptional surf and sand, Redondo Beach is one of Los Angeles' best kept secrets. Located just 7 miles from LAX and 1 hour from Disneyland and Hollywood, Redondo Beach is a unique Los Angeles beach community.







The Shade Hotel brand is synonymous with modern luxury. Drawing inspiration from nature and the use of natural light, the purpose of the strategic design is to create serene lavish spaces for guests to relax and reinvigorate. Each space is intended to provide a seamless transition between indoor and outdoor spaces. Color palettes that emulate elements of the marina, such as sand and stone, provide a warm and contemporary ambiance that emphasize the quality associated with the luxury of the Shade brand.





The emphasis on elevating the guest experience is the primary focus of Shade Redondo Beach. The hotel has 54 luxurious rooms that offer picturesque views of the marina, complete with ocean breezes and warm natural light. Walking through the doors of the rooms, guests are welcomed by large oversized Tempur-Pedic beds that are robed in Italian luxury brand Mascioni linens. Contemporary art created by local artists adorn the walls, complementing the luxurious tranquil ambiance of each space.







Each room features a separate lounge area adjacent to the bedroom, allowing for functional use and a seamless transition within the private space. Additional amenities include state-of-the-art-technology such as HD televisions and DVD players, complimentary wireless internet and Keurig coffee machines. Each amenity was carefully considered by Shade Hotel in order to provide comfort and luxury for all guests.



The Luxury Suites are designed to provide each guest with the feeling of the most exclusive spa experience. Furnished with indulgent amenities such as soaking tubs on the balcony for guests to unwind while overlooking the marina and large spa showers which include soft green pebbles smoothed by ocean waves that create a gentle foot massage, guests are afforded the opportunity to ease into a state of rest and relaxation.







Aqua Deck, Shade's rooftop pool area, boasts the best views in the city, from Palos Verdes to Malibu and includes cabanas for guests to relax and take in the expansive ocean views. Large fire pits surrounded by comfortable contemporary lounge seating provide a space for guests to socialize while basking in the Redondo Beach sunset. Shade will also become home to the most stylish and sophisticated upscale seasonal pool parties in the South Bay. Pool party patrons will enjoy hand crafted cocktails served poolside, while L.A.'s premier DJs spin music to set the mood. Shade is poised to be the hottest spot for the coolest guests to be seen this summer.



Sea Level restaurant occupies the first level of Shade Redondo Beach's fully-dedicated culinary building, which is situated across the interior courtyard from the main building. Open for breakfast, brunch, lunch and dinner, Sea Level offers a chef-driven, farm-to-table menu that will appeal to foodies and families alike. Blurring the lines between indoors and outdoors, sliding lanai doors and windows open onto the patios and balconies, allowing guests to dine just steps away from the promenade and the stunning marina.





The hotel is host to two business board rooms: the Blu Room and the Green Room. In addition to the meeting area, these spaces feature private outdoor balconies and an open air lobby with seating that looks out onto the marina. The meeting rooms showcase state-of-the-art built in technology and offer the same blend of indoor and outdoor spaces that is consistent throughout the hotel. The sophisticated design embraces clean and functional lines providing the ideal environment for collaborative and creative business gatherings.





Each event space at Shade Hotel is designed to have the ability to transform to accommodate a wide spectrum of events, ranging from corporate team-building functions to social soirees. Scenic views and modern contemporary design unite and create the perfect backdrop for any occasion. Each event at Shade Redondo Beach is infused with a timeless energy that contributes to an exceptional experience each and every time.







Shade Hotel Redondo Beach is a warm, contemporary California hotel, welcoming guests with upscale, elegant, beach hospitality. The hotel is the perfect location for stylish, romantic, waterfront weddings. Event professionals who are dedicated to the art of event design strive to curate and tailor each wedding occasion to exceed the expectations of each guest. Shade Redondo Beach is privileged to host your special day.





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