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For celebrity stalkers: The Standard Hollywood

This is the 'sidekick' hotel of Sunset Strip: while, across the road, cool-kitsch Chateau Marmont cossets famous faces such as Lindsay Lohan and Ms Hilton, The Standard is for their entourages. It's home from home for the roadies, agents, publicists and hangers-on. The upshot for the rest of us is easy access to LA's glittering, glamorous lifestyle at a knockdown price. Naturally, there's a faint whiff of wannabes in the air (Britney Spears' Curious perfume?), but that's Hollywood for you. Design veers towards the comical: the lobby (or 'cocoon/conversation pit' as it's called in La-La Land) has suede sofas, hanging-ball chairs and floor-to-ceiling white shag carpeting. And behind the check-in desk is a

semi-naked model winking provocatively in a goldfish tank (yep, performance art). Eccentricities extend to an electric-blue AstroTurfed pool area, over which a gardener pushes a lawnmower. The Standard used to be a motel, and it's been overcompensating ever since, so rooms are suitably designer – Warhol flower-print drapes, Eames surfboard tables and blow-up plastic chairs – while in-room goodies include sake-scented candles, flavoured condoms and Vaseline. All very try-hard, but then to be chic *and* cheap requires considerable effort.

● *The Standard* (00 1 323 650 9090, www.standardhotel.com) has doubles from £50, room only.

