

ARENA

NOVEMBER 1999

IF YOU DO ANYTHING THIS MONTH,
MAKE SURE YOU:

CHECK IN at the **STANDARD**, LA's hippest new hotel.

EDITED BY MARK HOOPER & PETER LYLE



Table service at The Standard, LA

THE NEW LOBBYISTS

The Standard: accept nothing less

PHOTOGRAPHY STEPHEN OXENBURY. FASHION NICK FOR TAKE TWO. STYLING GITTE MITTEGAARD FOR BEAUTY AND PHOTO. HAIR AND MAKE-UP LYNN TAYLOR FOR REX. SPACE PUFFER BY DIRK BIKKENBERGS FROM H. LORENZO. LA. PANTS BY DKNY. TOP AND PANTS BY BCBG. BOOTS BY CASADEI FROM H. LORENZO

LA's Standard Hotel, as

> The sign is upside down. The awning commands you to 'sleep.here.now'. The minibar is stacked with condoms, Vaseline and Gummi Bears. There's a naked girl reclining in a glass case behind reception. As the PR keeps insisting, The Standard Hotel is anything but.

Located on LA's Sunset Boulevard, just down the road from Ian Schrager's Mondrian and Larry Flynt's Hustler Boutique, The Standard combines the two: a hipper younger brother of the Mondrian — Leonardo DiCaprio and Cameron Diaz are investors — with added upfront sexual allure.

Standard owner André Balazs employed designers Shawn Hausman and Marc Newson to litter the hotel with postmodern, retro-futurist references — Warhol print curtains and Eames surfboard tables abound. It all makes sense at night, when the hotel transforms into a Barbarella-cum-Playboy funhouse. But Balazs appreciates that style need not preclude affordability: rooms begin at \$95. MH

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the PR constantly reminds you, is anything but