

THE GODFREY

HOTEL HOLLYWOOD

OXFORD'S GODFREY HOTEL HOLLYWOOD, BRAND'S FIRST WEST COAST LOCATION, RISES SEVEN STORIES ABOVE CAHUENGA BOULEVARD

Opening spring 2019, the 220-room hotel includes steakhouse-meets-gastropub About Last Knife, indoor-outdoor rooftop bar with pool and 360-degree views of Hollywood and downtown L.A. skyline, courtyard event space, and wine bar



*The Godfrey Hotel Hollywood renderings
(Photo credit: Oxford Capital Group)*

(LOS ANGELES; October 2018)—[Oxford Capital Group](#) and [Oxford Hotels & Resorts](#) announce [The Godfrey Hotel Hollywood](#), a 220-room luxury lifestyle hotel located at 1400 Cahuenga Boulevard (one block south of Sunset Boulevard). The property combines the Godfrey Hotel brand ethos—known for its vibrant nightlife, dynamic restaurants, sophisticated architecture, cutting edge technology, and high touch service culture—with a captivating yet authentic interior design and art package harkening back to “Old Hollywood.”

“This location within the Cahuenga retail corridor includes fantastic restaurants, boutique retailers, and world-class entertainment and nightlife. We’re immediately adjacent to Arclight Cinema, CNN Tower, and Amoeba Records, as well as the under-construction Academy Square and Rise Hollywood,” says Sarang (Sar) Peruri, Principal at Oxford Capital Group and Oxford Hotels and Resorts. “The Godfrey Hotel Hollywood will complement an already vibrant neighborhood with authentically designed, technology-forward guestrooms, the second location for our chef-driven casual steakhouse concept About Last Knife, and two levels of indoor-outdoor event spaces and destination nightlife for hotel guests, visitors, and locals to enjoy.”

Construction of the property is progressing swiftly. After successfully negotiating the relocation of previous tenants, the prior building was demolished in September 2017 and excavation completed in November 2017. Thus far this year, the concrete foundation and podium were completed in May 2018 and the steel structure was completed with the building’s topping off in July 2018.

Oxford plans to complete the building envelope in January setting the stage for a spring 2019 opening.

“We're thrilled to continue the national expansion of our Godfrey Hotel brand, which parallels the ongoing growth and energy surrounding our new Hollywood location,” says John Rutledge, Founder, President and CEO at Oxford Capital Group and Oxford Hotels and Resorts.

The Godfrey Hotel Hollywood's exteriors are designed by Los Angeles-based Steinberg Hart and its interiors are designed by The Gettys Group of Chicago. Local artists are engaged to create playful “interactive” moments throughout the property, including oversized metallic sculptures and dichroic glass installations.

The arrival experience includes a private driveway and porte-cochère, with thoughtful touches including glittering concrete flooring that scintillates under spotlights and an indoor-meets-outdoor feel with floor-to-ceiling windows and NanaWalls. An expansive backlit feature wall serves as the backdrop to the check-in experience.

The guestrooms include an offering of either kings or double queens, luxurious bathrooms with rain showers and glass doors, large TVs, desks, glass and wood barn doors, attractive millwork and flooring, and cutting edge in-room technology—appealing to business or leisure travelers, as well as families. Second-floor courtyard rooms contain a sliding door, connecting guests to their own private terraces.

The Godfrey Hotel Hollywood's courtyard and rooftop venues feature expansive green wall and projection mapping video wall, water and fire features, and multiple distinct spaces for private events. The rooftop includes a luxurious pool and both indoor and outdoor bars at which guests can mingle while enjoying cocktails with stunning Hollywood and downtown views. For a more relaxed experience, guests can utilize the central courtyard, which will include multiple seating areas and a wine bar. On the ground floor will be Oxford's gastropub-meets-steakhouse concept, About Last Knife, which will feature SoCal-inspired dishes alongside classic steakhouse specialties reimagined.

In the spirit of Los Angeles's green initiatives and Oxford's eco-friendly management philosophy, the hotel will provide bike valet and bike parking, electric vehicle charging stations, solar panels on the rooftop, energy efficient smart thermostats, and environmentally friendly hotel operations.

For more information, visit www.godfreyhotelhollywood.com.

About The Godfrey Hotel Hollywood

Located on Cahuenga Boulevard, one block south of Sunset Boulevard, The Godfrey Hotel Hollywood combines the Godfrey brand ethos—known for its vibrant nightlife, dynamic restaurants, sophisticated architecture, cutting edge technology, and high touch service culture—with a captivating yet authentic interior design and art package harkening back to “Old Hollywood.” Developed by Oxford Capital Group and managed by Oxford Hotels & Resorts—and set to open spring 2019—the luxury lifestyle hotel features 220 guestrooms, a rooftop pool, four on-site bars, high-definition projection mapping video walls, and multiple indoor-outdoor event spaces with 360-degree views

of Hollywood and the downtown L.A. skyline. The hotel's culinary programming features steakhouse-meets-gastropub, About Last Knife, the second location after debuting in October 2018 at Oxford's Hotel Julian Chicago – Millennium Park on North Michigan Avenue.

About The Godfrey

The Godfrey is part of the award-winning Oxford collection of luxury lifestyle hospitality brands managed by Oxford Hotels & Resorts. Oxford's accolades include highlights such as "#1 Large City Hotel in the Continental U.S." by *Travel + Leisure*, "#1 Hotel in the Country" by *U.S. News & World Report*, "Most Anticipated Hotels Opening" by Fodor's Travel, "Single Asset Hotel Transaction of the Year" by American Lodging Investment Summit, "Historic Preservation of the Year" by Illinois Landmarks Association, "Top Rooftops in the Country" by HSMAl Adrian awards, *Condé Nast* "Reader's Choice Award," and "Event of the Year" awards from *Nightlife and Bar Awards*. The Godfrey is focused on showcasing captivating architecture and design, a high touch service culture, leading edge technology, and distinctive restaurant and nightlife venues with careful attention to creating organic and memorable experiences. The Godfrey name stems from a European word meaning "peace" and "welcome."

About Oxford Capital Group, LLC

Oxford Capital Group, LLC is a national real estate investment, development and management firm. Oxford Hotels and Resorts, LLC is its wholly owned hotel operating affiliate. Oxford, its affiliates and principals have been involved in approximately \$3 billion of real estate and private equity investments, including approximately 13,000 hotel rooms and over 2,000 senior housing units. The firm's areas of experience include hospitality, mixed-use, senior housing, multifamily, student housing, urban retail, parking, and other operationally intensive forms of real estate. This includes health, fitness, spa, athletic and sports/entertainment destination clubs, and entertainment destination outlets including hotel rooftop and destination pool venues. For information, please visit: [Oxford Capital Group, LLC](#) and [Oxford Hotels and Resorts](#)

**FOR MORE INFORMATION, PLEASE CONTACT
JAMES LEE AT WAGSTAFF WORLDWIDE
jlee@wagstaffworldwide.com
323.871.1151**

###