



**S O F I T E L**  
LOS ANGELES AT BEVERLY HILLS

# Sofitel Los Angeles at Beverly Hills Unveils New Concept and Décor

Where *French Refinement* Meets California Lifestyle

September 15, 2025 – French luxury hospitality brand Sofitel, Ushers in a New Era with Expanded Post Modern Lobby Lounge and Reimagined Bar.

[Access media images here](#)



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## THE RELAUNCH OF HOLLYWOOD GLAMOUR WITH A FRENCH ZEST

Officially relaunching on September 30, 2025, an inviting, elevated, chic redesign of the lobby lounge and bar, with an eclectic global menu, and expanded hospitality options await.

*"We are delighted to welcome our guests into the newly renovated lobby and bar," said Eric Lemaire, Area General Manager at Sofitel Los Angeles at Beverly Hills "Every detail was designed with comfort and style in mind, to make sure the space leaves a lasting impression. Whether you're seeking a quiet corner to relax and explore our library or simply passing through on your way to a meeting, the space is meant to inspire. The renovation blends California's vibrant sunset energy with the French art de vivre that's at the heart of Sofitel."*

From the moment you walk or drive up to the porte-cochere of the Sofitel Los Angeles at the intersection of Beverly Drive and LaCienega Blvd., the charming and welcoming South of France aesthetic is evident from the giant terra cotta potted olive trees, white cushioned benches, candlelit lanterns, and arched columns with ratan-style pendant lamps dangling behind the front glass that beckon for a closer look inside.

What awaits upon entering is a jaw-dropping unfolding of a glamorous story: A stunning transformation of the lobby lounge into a light and airy oasis awash in monochromatic white hues and golden accents with an art deco meets post-modern design. The scene is stylish, inviting, and above all, a relaxing place to escape and linger on one of the curved sofas and geometrically designed chairs layered with rich textures and fabrics from chenille to mohair and boucle to leather.

Taking the hotel to this high-level of cinematic splendor is none other than celebrated Hollywood production and set designer Charles Infante who has worked on award-winning music videos for globally well-known artists.



Everything is a custom-made design from the graphic wallpaper and carpets to the fluted walls, gold mirrors with beveled edges, and LED backlit graphic plaster shapes behind the lobby spiral staircase that evoke an art installation. Nearby, a dedicated 'selfie' alcove showcases a hanging swing covered in plush fabric, set in front of a mirrored sunrise motif, flanked by shiny gold laser palm trees, which are sure to be popping-up on Instagram and TikTok soon.

If you are arriving or returning to the Sofitel after sunset, a Candle Ritual awaits starting from the driveway, leading to the lobby and setting an irresistible romantic tone. Inspired by 1860s Paris, where more than 56,000 oil lamps illuminated "The City of Lights." This is a unique sensory journey that only adds to the allure of the extraordinary new surroundings. Every evening, as night falls, Sofitel hotels around the world take part in this ritual.

This warm and inviting glow is also carried through at both the front desk and the concierge desk, adding to the excellent, heartfelt service and attention to detail. Here, you will find Bernardaud Limoges votivelights pieces displayed as part of the collaboration between Sofitel and Bernardaud, the renowned French porcelain house.

## OPEN UP AND LIGHTEN UP

For designer, Charles Infante, a California native, he was inspired by the sun-kissed charm of the French Riviera, intersecting with the glamour of old Hollywood. He leaned into post modernism, Art Deco, and French elegance while staying true to the laid-back yet urban chic California lifestyle.

These worlds converge and unfold, just like a good story, when you follow the geometric tile floors made up of honey onyx travertine, creamy Macchia Vecchia marble, and Saint Laurent noir stone - leading to a library area with a wall of shelving holding a curated array of art, travel, and culture books, peppered with vintage objects d'art. Continue down the long corridor space of cozy nooks, separated by sculptural illuminated shelves, with sexy curved sofas framed by wall art installations of fabric-made sunsets in soft hues, inspired by the Hollywood Bowl. Here, guests can relax and mingle while ordering a cocktail or bite to eat and peer in at the newly revamped bar scene.





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## REVAMPING THE BAR

The palpable French flair and elegance is also evident in this intimate space with an array of light, sun-washed colors. *“We carried the same energy into the bar but with a softer palette using pink hues and mauve plaster,”* said Infante. *“We wanted it to feel like you are stepping into another world and going on a seductive vacation in the Riviera.”*

The horseshoe-shaped marble bar top remains, but the room is now open and airy with custom coral breeze blocks, white fabric palm trees, and comfortable, conversational table groupings with pink-hued settees and banquettes, near floor-to-ceiling glass windows, framed by arches with the late afternoon sunlight melding into moonlight. Overhead lighting reveals a cluster of playful circular reeded bamboo fixtures with a pink disco ball in the middle casting a glow on the mosaic marble floor tiles, faceted peach mirror walls and the new stage.

The atmosphere is playful, sexy, and inclusive yet exclusive where past performances have included Grammy-winners and superstars from Stevie Wonder to Marc Anthony and Anderson Paak who has been a regular guest over the years. With every seat in the house leading to a good vantage point for enjoying a performance while you sip a custom cocktail. This is one of the best places in LA to view exceptional live music with a sophisticated industry crowd, sprinkled with French zest and joie de vivre.



## TAKE A SWEET AND SAVORY TRIP AROUND THE WORLD AT ESTÉREL

At the flagship restaurant Estérel, executive chef Mimi Diaz creates a signature fusion of Asian, French, and Japanese cuisine. The culinary journey between continents includes bites from gougères with salmon and caviar, to Japanese-style wings, and tuna tostadas.

On the main Estérel dining menu, Gallic classic dishes include French onion soup with gooey melted Comte cheese and sweet caramelized onions, steak frites, and a Saint Honoré made with 24-hour salted caramel and Madagascar vanilla ganache that is infused for 24 hours.



Also newer to the menu is the *La Haute Croissanterie* concept, a reinvention of the most iconic French pastry, inspired by the beauty of Haute Couture. Sofitel hotels around the world use the finest ingredients, from Middle Eastern za'atar to Piemontese hazelnut praline and Korean Gochujang, to create a global take on everyone's favorite flaky French viennoiserie.

At Sofitel Los Angeles at Beverly Hills Chef Mimi Diaz offers a sweet or savory experience from Croissant au *Saumon Fumé*, filled with Avocado cream and topped with crispy Capers as well as the *Croissant aux fruits*, a delicate combination of peaches, cream, and honey. And, you can expect the same exemplary *French art de recevoir* for entertaining and hospitality that the Sofitel brand is recognized for around the world.

### LOCATION IS KEY

Located in an urban oasis, across from the high-end retail shops at the Beverly Center, within walking distance to the West Hollywood Design District's cutting-edge art galleries, along with the glitz and glamour of Restaurant Row on La Cienega.

**SOFITEL LOS ANGELES IS LOCATED AT  
8555 BEVERLY BLVD, LOS ANGELES, CA 90048**

**FOR MORE INFORMATION CONTACT:  
(310) 278-5444 OR [SOFITEL.ACCOR.COM](mailto:SOFITEL.ACCOR.COM)**

### About Sofitel Los Angeles at Beverly Hills

The Sofitel Los Angeles at Beverly Hills is a luxury urban resort hotel. Mere steps away from one of the world's most prestigious avenues, Sofitel Los Angeles at Beverly Hills exudes glitz and glamour. From our newly renovated lobby to our inviting suites, the distinctive luxury of LA blends with the signature hospitality of Sofitel.

Dazzling meeting venues. Alluring spa treatments. Stylish accommodations. White-glove service. A pioneering commitment to sustainability. All in the heart of Hollywood. Experience Beverly Hills indulgence with a unique French twist.

### About Sofitel

A pioneer of French luxury hospitality since 1964, Sofitel today embodies heartfelt and committed luxury with a French zest. A seamless blend of the richness of each local culture and the French *joie de vivre*, the brand delights travelers who appreciate delicacy and subtle refinement, offering them heartfelt and authentic service. At Sofitel, beauty is in the details: life's simple pleasures such as gastronomy and sleep are art forms for an incomparable experience. Sofitel now boasts more than 120 hotels, all elegant and unique, in the world's most sought-after destinations. Among its most remarkable properties: Sofitel Le Scribe Paris Opera, Sofitel London St James, Sofitel Dubai The Obelisk, Sofitel Mexico City Reforma and Sofitel Ambassador Seoul. The brand also offers a selection of heritage luxury hotels under the Sofitel Legend banner, renowned for their timeless elegance and fascinating history, such as Sofitel Legend Old Cataract Aswan or Sofitel Legend Metropole Hanoi. More recently, the brand also unveiled its first Sofitel Residences, redefining luxury living with prestigious properties that combine elegant design with Sofitel's renowned service and sophistication. Sofitel is part of Accor, a world leading hospitality group counting over 5,700 properties throughout more than 110 countries, and a participating brand in ALL - Accor Live Limitless – a lifestyle loyalty program providing access to a wide variety of rewards, services and experiences.

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Press contact:

Emilie Inestroza

Marketing, Ecommerce and Brand Manager

[Emilie.inestroza@sofitel.com](mailto:Emilie.inestroza@sofitel.com)

