



hotel **zelos**
SAN FRANCISCO

FOR IMMEDIATE RELEASE:

Hotel Zelos San Francisco Debuts Newly-Redesigned Guest Rooms

San Francisco's Stylish Hotel Unveils Sultry Design Along With *New Year, New Us* Room Package

SAN FRANCISCO (January 16, 2019) – [Hotel Zelos](#), the stylish, luxury boutique hotel - part of The [Viceroy](#) Urban Retreats – located in San Francisco's bustling SoMa district, is pleased to debut its newly re-envisioned guest rooms and suites. Cool, clean and futuristic, the new design aesthetic of the hotel's 202 rooms has adopted a modern approach in both art and style. A calm and soothing palate of crisp white and warm greys surprisingly juxtaposed against a sophisticated collection of thoughtful and computer generated, modern art that playfully explores our evolving humanity. Plush yet polished, the rooms are equally elegant and sophisticated, warm and inviting. A modern take on life in a high-performance city. In celebration of Hotel Zelos' redesign, the hotel has developed the *New Year, New Us* package in partnership with [Boon + Gable](#) and [Glamsquad](#), offering guests the chance to share in a New Year's transformation with us.

“As soon as guests walk through our lobby doors, they are welcomed with cutting-edge style and design,” said Ashley Gochnauer, general manager at Hotel Zelos. “We are thrilled to bring that electrifying energy and attitude to our guest rooms. The newly designed rooms are unique, forward thinking and contemporary – just like our guests.”

Dawson Design Associates, the firm behind the design concepts for Viceroy's Hotel Zetta, Hotel Zeppelin, and Dirty Habit, was responsible for the hotel's new design. Hotel Zelos is the fifth 'Z Collection' hotel for Pebblebrook Hotel Trust located in San Francisco.

"The Z Hotels have a very strong identity," said Dawson Design Associates' Creative Director Andrea Sheehan. "We always want the hotels to be genuine, relevant, original, artistic and ideally playfully provocative. Technology is evolving the world so quickly, the chaos and demands sometimes generated by this rapid change has a huge impact on our lives. San Francisco is synonymous with technology, so playfully fusing technology and the chaos it creates as our underlying design narrative seemed both relevant and obvious in a hotel named after the God of Chaos. How could we resist?"

In spring, the lobby of Hotel Zelos will also undergo a redesign that will feature a life-sized sculpture of the Hindu Goddess Shiva, with her many arms, all fabricated from recycled electronic parts, along with a matrix-like wall mural painted by local San Francisco artist Julie Coyle.

Hotel Zelos' special *New Year, New Us* package invites guests to celebrate in the refresh and feel good in the New Year. Available now through March 31, the *New Year, New Us* package offers guests luxury overnight accommodations paired with professional stylings from Boon + Gable, featuring an opportunity to complete a brief style profile followed by an hour-long private in-room appointment. A style expert will arrive with 20 hand-picked items that fit the guest's style, size, budget and needs. Additionally, Glamsquad will be on-hand to offer in-room makeup and hair services. As a takeaway, guests will receive an exclusive travel kit featuring items from Glamsquad's newly-released product line. Package prices start at \$369 per night. To book the *New Year, New Us* package, visit

https://www.viceroyhotelsandresorts.com/en/zelos/reservations/special_offers/makeover .

Located in the historic Pacific Building, Hotel Zelos' guest rooms are larger than the average hotel room in San Francisco, ranging from 300 to 650 square feet, providing visitors more flexible and livable space. Rooms feature abundant natural light along with multiple room layouts from which guests can choose, creating a collection of residential spaces uniquely designed to fit today's many lifestyles. Hotel Zelos invites guests to escape and socialize in the

dynamic and surreal world of Dirty Habit, the iconic bar located on the hotels 5th floor, where the unexpected is the expected. The future as defined by Hotel Zelos.

About Hotel Zelos

Hotel Zelos is a boutique, high-design hotel ideally located in the heart of downtown San Francisco. The hotel resides in the historic Pacific Building, which opened in 1907. The Pacific Building was originally built as office space, and due to the original layout, the guestrooms are larger than the average hotel room in San Francisco. Hotel Zelos features stylish, contemporary design with 202 oversized rooms and suites, attentive and personally tailored AAA Four Diamond service, complimentary WiFi, a complimentary 24-hour fitness center, highly functional in-room workspaces, and exclusive access to the heart and soul of San Francisco by way of its proximity to top cultural, arts, entertainment and shopping destinations. Hotel Zelos' crown jewel is Dirty Habit, one of the City's hottest restaurants known for small-batch whiskey, inventive small plates, and an edgy setting with a rare heated outdoor patio. www.hotelzelos.com

About Viceroy Hotels & Resorts

Viceroy Hotels & Resorts inspires travelers with one-of-a-kind authentic lifestyle experiences that bring together provocative design and intuitive service in sought-after locations. A leader in modern luxury, Viceroy's vibe-led hospitality is guided by the brand promise "Remember to Live," an affirmation to create lifelong memories for each and every guest. Viceroy destinations are segmented into three distinct portfolio tiers to help travelers find exactly the kind of experience they're looking for. The Viceroy Icon Collection properties include epic hotels and resorts in Los Cabos, Chicago, Dubai, Beverly Hills, Riviera Maya, Snowmass, and St. Lucia, with forthcoming openings in Algarve and Panama. The Viceroy Lifestyle Series hotels and resorts are found in attitude-led destinations including New York and Santa Monica, with a forthcoming opening in Serbia. The Viceroy Urban Retreats in San Francisco have an independent spirit and bold, eccentric personalities. Viceroy Hotels & Resorts is a member of the Global Hotel Alliance (GHA) DISCOVERY, a unique loyalty program offering exclusive benefits and experiences to its members at over 500 hotels around the world. For more information, visit www.viceroyhotelsandresorts.com. Follow Viceroy Hotels & Resorts at www.facebook.com/ViceroyHotelsAndResorts/ and on Instagram and Twitter @viceroyhotels.

About Pebblebrook Hotel Trust

Pebblebrook Hotel Trust is a publicly traded real estate investment trust ("REIT") organized to opportunistically acquire and invest primarily in upper upscale, full-service hotels located in urban markets in major gateway cities. The Company owns 63 hotels, totaling approximately 15,300 guest rooms, located in 10 states and the District of Columbia, including: Del Mar, California; Los Angeles, California (Beverly Hills, Santa Monica and West Hollywood); San Diego, California; San Francisco, California; Santa Cruz, California; Washington, DC; Coral Gables, Florida; Key West, Florida; Naples, Florida; Buckhead, Georgia; Chicago, Illinois;

Boston, Massachusetts; New York, New York; Portland, Oregon; Philadelphia, Pennsylvania; Nashville, Tennessee; Columbia River Gorge, Washington; and Seattle, Washington. For more information, please visit us at www.pebblebrookhotels.com and follow us on Twitter at @PebblebrookPEB.

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