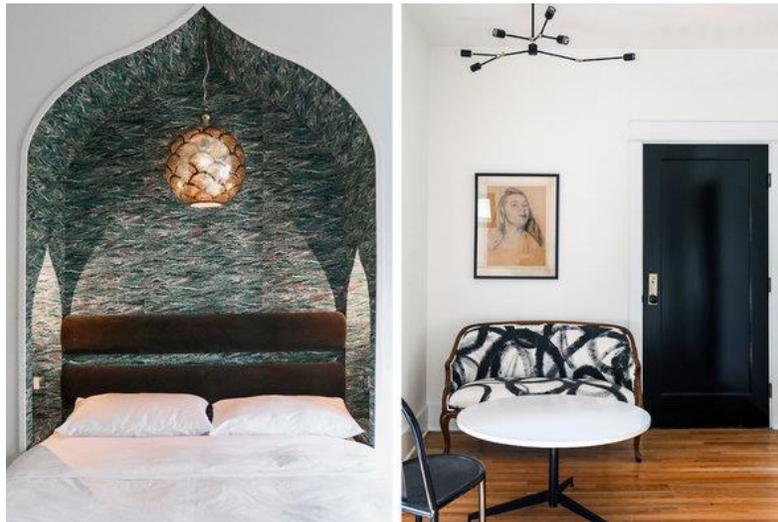




The Los Feliz Neighborhood of Los Angeles Gets its First Boutique Hotel

January 30, 2015

Tania Strauss



The five rooms at Hotel Covell, a new boutique establishment in the Los Feliz area of Los Angeles, are named after chapters in the narrative of a fictional character, George Covell. From left: the bedroom of "Chapter 4"; the living room of "Chapter 5." *Credit Bethany Nauert*

The east side of Los Angeles has long been established as the stomping ground of the city's creative class, but a lack of appealing hotels has posed a bit of a challenge for out-of-towners looking to bed down there. That is changing, however, with the arrival of [Hotel Covell](#), a boutique establishment from the hospitality entrepreneur Dustin Lancaster and the interior designer Sally Breer, which opens this weekend above Lancaster's beloved Los Feliz hangout [Bar Covell](#).

The neighborhood's reputation for creativity is reflected in Breer's whimsical concept for the space. Each of the five guest rooms in the 1930s building evokes a different chapter in the life of the writer George Covell, a fictional character whose story is loosely inspired by Breer and Lancaster's own backgrounds. "You're going to love the rooms even if you have no idea about George Covell and the chapters in his life," Lancaster says. "But if you do care about them, they're really magical and really thoughtful, how much time and effort went into constructing them."

The rustic "Chapter One" room evokes George's humble upbringing in Oklahoma, from where Lancaster also hails; the modern simplicity of "Chapter Two," with its blue-and-white palette and built-in wood shelving, reflects George's bachelor adventures in New York City; the jewel-toned "Chapter Four" suite finds George living as a wealthy, established author amidst a lifetime's collection of eclectic pieces. Each room contains a record player with a chapter-specific selection of LPs, and features luxury bedding from Parachute, bath products from Malin + Goetz and a kitchenette with a Smeg refrigerator.

If the hotel itself is novelistic in ambition, Lancaster has even grander plans for the surrounding street. "I know what this hotel is going to do is anchor this stretch of Hollywood Boulevard," he says. "We can create an entire cohesive brand right here, like a little colony," along the lines of Silver Lake's Sunset Junction nearby. The popular Tex-Mex eatery [HomeState](#) sits next to Bar Covell downstairs, and a second location of [Go Get Em Tiger](#), the Larchmont Boulevard coffee bar from the team behind G&B Coffee (purveyor of what this newspaper declared [America's best iced latte](#)), will open next door this summer.

Rooms start at \$245; 4626 Hollywood Boulevard, Los Angeles, hotelcovell.com.