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**MANHATTAN BEACH'S FIRST LUXURY BOUTIQUE HOTEL  
TO OPEN THIS FALL**

*Shade Hotel Offers A Cool Retreat After A Long Day At The Office Or A Hot Day At The Beach*

Manhattan Beach, Calif. - Just a hop, skip and a jump away from one of southern California's most beautiful beaches, Shade Hotel opens this fall in downtown Manhattan Beach. Shade has been masterfully created to provide the best of everything that this quaint beachside town has to offer. From luxury spa suites with cyclonic fireplaces to premier business and event venues to the exquisitely hip Zinc Bar and Skydeck, Shade defines cool. The hotel offers 38 luxury guestrooms, including 5 distinctive suites, all lavishly appointed. Owner and local restaurateur Michael Zislis collaborated with Executive Design Director Christopher Lowell to provide Shade with a serene modern aesthetic and to reflect the local atmosphere. All of this is superbly managed by a dedicated team of people who place an emphasis on service and attention to detail.

Each of the guestrooms offers a dazzling array of features and amenities, including a king-size Tempur-Pedic™ bed, a "pillow library," luxurious Mascioni™ linens, feather duvet, Lavazza™ espresso machine and 32" flat-screen television. One innovative design element, exclusive to Shade, is a multipurpose table that rolls toward the pillows for breakfast in bed or down to the foot to serve as a desk so guests can work in comfort without ever leaving their personal havens. Most rooms have a private balcony and high-speed Internet access with wireless capability. When the sun sets, guests can color-customize their mood with the chromatherapy lighting system. The bath is separated by sliding frosted-glass shoji screens and features a 2-person Sanijet™ spa tub with color therapy. Room service is offered 24 hours a day.

Christopher Lowell, known for his design books, Emmy-winning television shows and lines of home décor and accessories, brings his expertise to Shade. Lowell and a team of designers have carefully considered every aspect of the hotel, down to the smallest detail. The project reflects Lowell's vision for the future of the American lifestyle: a seamless co-mingling of tranquility and technology. "Implementing the formula of sanctuary, simplicity and seaside chic, we fashioned Shade to emulate the luxurious atmosphere of Manhattan Beach," states Lowell. "Filled with style and sophistication, the hotel is sure to give guests and residents of this exclusive beach town a timeless and serene oasis that will be as classic and inspirational decades from now as it is today. We've created an environment that will forever remain luxurious enough for her yet tailored enough for him."

Owner Michael Zislis comes to this project from a different perspective. Originally an economics major, Zislis dropped out of the University of Southern California to open a brewery construction company, leading to his own successful brewpub, and eventually segueing into restaurant ownership. A local resident and owner of ROCK'N FISH restaurant in downtown Manhattan Beach, Zislis felt a new boutique hotel, one in keeping with the flavor of the area, was needed downtown. "I feel a 38-room hotel is just what Manhattan Beach needs," says Zislis. "It's so much better than staying at a big corporate box. This way our friends can stay not only close to us, but close to the beach and downtown shops and restaurants. They can park their cars and walk around town, the way we do."

The cornerstone of Shade's philosophy is one of service. "Inspirational people providing excellence" is their mission statement. This is nowhere more evident than in the dedication of their special events team. Whether planning a small

intimate meeting or a large special event, the Shade team will work hard to accommodate any request and fulfill any need that arises.

For weddings and other special events, the hotel's signature Courtyard provides a space with maximum flexibility, making it ideal for any type of celebration including engagement parties, weddings, receptions, launches, holiday parties, executive retreats, meetings, seminars, and private dinners. Personalized menus are created to suit each singular event. Shade's intimate size lends itself, as very few places in Los Angeles can, to booking the entire hotel for an event, so guests can relax, celebrate in private and have fun for an entire weekend without ever stepping foot in a car.

Zinc Bar offers a matchless experience. Soft lighting and a cool, comfortable and inviting atmosphere offer guests relaxation in furniture designed by Christopher Lowell. Zinc will be one of the hippest places in the South Bay, where guests can sample from a menu of innovative, mouthwatering tapas, both sweet and savory. Through a unique European wine preservation system, Zinc offers an enticingly large selection of fine wines by the glass. The Zinc Terrace adjacent to the wine bar is perfect for breakfast, where guests can bask in the warm morning sunshine while sipping their coffee. Accessible through large folding glass doors, the Terrace can be closed to provide a private atmosphere or opened to create the feel of a much larger space.

Last but not least, the Skydeck roof terrace offers a retreat where one can sunbathe, take a dip in the relaxation pool or entertain friends, with full room service available. To achieve a sense of balance, harmony and spiritual well being, offerings even extend to massages and sunrise yoga classes. For the more energetic and outgoing, guests can use the complimentary strand cruiser bicycles to enjoy a casual ride along the beach. For the stylish executive who surfs, Shade is a dream come true.

Invaluable relationships have been built, both locally and internationally, to create the Shade experience. Local vendors have contributed a great deal to the atmosphere of Shade. These include interior architecture and design supervision by Larry Drasin of Drasin Design, Inc. of Beverly Hills, identity and branding by graphic designer Zoë Korstvedt of Bungalow, uniforms by Michael Stars, shoes by Skechers and in-room hand-made chocolates by Marsatta Chocolates. Internationally, merchants include Flexsteel's Christopher Lowell Collection, Fry Reglet, Heat & Glo™, Johnson Hardware, Lanai Doors, Lavazza™, Lumber Liquidators, Mascioni™, MDC Wallcoverings, Modular Arts, Mr. Steam, Sanijet™, Sunbrella and Tempur-Pedic™. Every one has added to the unique style, tranquil mood and unsurpassed luxury of the hotel.

Shade encompasses nearly a third of the Metlox Project's space in downtown Manhattan Beach. Built on the old site of the Metlox Pottery factory, the project also includes restaurants, shops and offices, and will retain elements of the former factory. A quiet community until the 1960's, Manhattan Beach has grown in visibility in recent years while still retaining its quaint, protected feeling. It's a Mecca for celebrities and families looking for a relaxed, sophisticated lifestyle. Manhattan Beach epitomizes the Southern California beach life, with fashionable bars, restaurants and shopping only a short walk from the ocean. An active surf scene and vibrant downtown area attract visitors from around the world. Located only 6 miles from LAX, 20 miles from Beverly Hills and the Sunset Strip, and 12 miles from Santa Monica, Manhattan Beach is a short drive to popular LA destinations, as well. Shade Hotel is located at 1221 N Valley Drive, Manhattan Beach, CA 90266. Rooms range from \$250 per night for a Deluxe Spa Room to \$600 for the Penthouse or Bridal Suite.

For information, Opening General Manager and Director of Sales & Marketing, Gaye Vancans, will happily assist, call 310.546.4995 or visit [www.shadehotel.com](http://www.shadehotel.com). For reservations call toll-free 866.98SHADE, or email [specialevents@shadehotel.com](mailto:specialevents@shadehotel.com). Media relations for Shade Hotel, contact: Alexia Haidos at Double A Public Relations & Marketing 310.450.6890, [Alexia@DoubleA-pr.com](mailto:Alexia@DoubleA-pr.com). Media inquiries for Christopher Lowell, contact: Hayley Scheck at B|W|R Public Relations 310.550.7776 or

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