

MODERN LUXURY

LOS ANGELES CONFIDENTIAL



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CLIVE OWEN

editor's note

From left: Hanging in H'wood with our mensbook.com ambassador Jonas Bell Pasht and former colleague Alexis Johnson Le Guier; September cover star Linda Cardellini takes a spin with DJ Benjamin Walker at LAC's annual Emmys party.



Aces of Clubs

Why is it that Los Angeles, a city founded to some degree by émigrés escaping the social strictures of the East Coast, has become so club-obsessed of late? The current rash of exclusive (or exclusively inclusive) private clubs began with the debut of Soho House West Hollywood in 2010 and has spread like a posh pox ever since. In fact, this past summer marked the long-awaited premiere of Soho Warehouse in Downtown (finally a hotel plus pool, thank you) as an Eastside (read younger, cooler, more diverse) counterpoint to the WeHo and Malibu “branches.” Outside of the club’s headquarters in London, that third addition makes LA the most Soho-y of any of the brand’s numerous global locations. Go figure.

That success, of course, sparked the panoply of members-only hangs cropping up in the last decade. But how do you compete with Soho House founder Nick Jones’ Brit-brilliant recipe of posh mashed up with hip, a concoction where, in the best Anglo tradition, money alone can’t buy you access (i.e., Donald Trump would never be admitted to any Soho House today)? The answer, it seems, is to go micro-niche, and even more exclusive. San Vicente Bungalows, the ultraprivate, retro-chic club founded by

Sunset Tower Hotel’s Jeff Klein, requires that cameras on members’ mobile phones be taped over upon entering the premises. At old-school, under-the-radar Mason in Santa Monica, nightlife impresarios Brian Toll and John Terzian of h.wood Group decided to forgo the normal splashy PR campaigns that marked the debuts of their hit joints such as Bootsy Bellows in West Hollywood and the upcoming Delilah spinoff in Las Vegas in favor of exclusives for a few select media outlets (and virtually no pictures of the interiors of the paneled and dimly lit members-only sanctuary). Whether these two latest entries into LA “club land” (which join h Club in Hollywood and women-only AllBright on Melrose Place) can hold their own up against the tried-and-true Soho brand is anyone’s guess.

In this issue, we introduce the season’s very latest members-only offerings. Remedy Place founder Dr. Jonathan Leary hopes to bring guided wellness (cryotherapy, sound baths, vitamin IVs, etc.) to his swank new digs on Sunset. On Wilshire in Westwood, Baja luxury real estate kingpin Jason Grosfeld unveils Costa Palmas Los Angeles, a private penthouse experience for his fancy clients looking to

replicate their south-of-the-border, private-villa lifestyle off-season when they’re back home. It’s tough roughing it in LA.

All of these swell new ventures didn’t invent the “exclusive” thing, of course. There have long been clubs in London and New York that nary a handful of Angelenos on their very best behavior could get into... even today. As it should be. Back in the day, our city was always a bit of the Wild West, where renegade tycoons came to drill for oil and movie moguls-to-be migrated to create motion pictures. It never mattered so much in Los Angeles if you didn’t rate for an exclusive private club or country club. Power and money, not social status, made the city oddly democratic. Apparently no more. Would Louis B. Mayer even make the cut for Soho House today?

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PHOTOS BY DYLAN LILIANO

scene CLUBS



LOCATION, LOCATION

Not every Angeleno will be able to buy a beachfront hideaway at Costa Palmas (costapalmas.com), the legendary resort in Mexico where Four Seasons residences go from \$2 million to \$20 million. But those who do purchase one of the ultracontemporary compounds will gain complimentary access to its north-of-the-border private club, **Costa Palmas Los Angeles**. Located in the penthouse of Westwood's Center West tower, the sweeping space is designed to evoke Cabo through colors, textures and, yes, cocktails and culinary creations throughout its show kitchen, restaurant, private tasting room and terrace. "A lot of our owners are from California, so this is an amazing way to not only stay in touch with them when they're not in Cabo, but also introduce Costa Palmas to potential new members," says **Jason Grosfeld**, chairman and CEO of Irongate, the developer of the sprawling East Cape retreat that includes a Four Seasons Resort and has attracted **Gwyneth Paltrow**, **Michael Ovitiz**, **Milla Jovovich** and others. "Members can have private parties, host events and lunches, or just enjoy cocktails with other members and guests," he says. "It's a great way to meet other people from the community, plus I wanted my own private club in LA—even if it's only for my friends and members!"



Clique Bait

A NEW WAVE OF MICRO-NICHE-CHIC PRIVATE CLUBS HITS THE LA SOCIAL SCENE.
BY ALEXANDRIA ABRAMIAN

When Soho House West Hollywood opened in 2010, those who made the cut were granted access to its hallowed 20th-floor perch, where a restaurant, bar, screening room and lounge offered an ultraexclusive retreat. These days, clubs are honing in on smaller, more niche concepts, offering highly specific perks and social possibilities pledged at every turn. Ready to find your microtribe? Welcome to the latest members-only LA hangs.

Clockwise from top left: Sit back, sip and relax at the bar; the stunning waterfront views from one of the residences; every little detail is thought out when furnishing each room; space isn't a problem in the open kitchen; have work to do? Step into an office; the sleek details of the properties.

COSTA PALMAS (IRONGATE) PHOTOS COURTESY OF COSTA PALMAS