



**STAYCATION ANYONE?** *Clockwise from left:* Typical of Seven4One's local décor, a triptych by O.C. artist Shane Townley hangs in the courtyard; commence open-air canoodling; film clips flicker on the wall; the hotel's understated exterior.



# THE RADAR TRENDS

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PHOTOGRAPHY BY EDWARD DUARTE

## MOD LODGING *O.C. A-listers rejoice—your rooms are finally ready!*

“The people that are looking for our kind of hotel typically fall into the ‘rock star’ category,” says Julia Cattaneo, general manager of Seven4One, explaining the new Laguna Beach hotel’s cheeky and refreshingly honest approach to assessing its guests. More pampering? They’ll treat you like a celebrity. Direct eye contact strictly verboten? Must be visiting royalty.

Situated mid-block on a nondescript stretch of Coast Highway, the under-the-radar Seven4One is the first in a long-overdue wave—OK, trickle—of hip, modern accommodations to hit O.C. Early next year, hotelier Joie de Vivre will open its surf-themed Shorebreak in Huntington Beach, where a 250-room W is also in the works. But both big-time boutiques will be hard-pressed to best the 12-room Seven4One when it comes to service.

Before guests breeze past a pair of Philippe Starck ghost chairs in Seven4One’s cool gray concierge area, one of the hotel’s gracious “guest experience managers,” or GEMs (Would *you* allow mere “staff” to handle A-listers?), already knows their travel plans, leisure likes, pillow preference—

even top-shelf choice for in-room Martinis—all thanks to a survey sent out weeks before check-in.

Butler-style presentation rules at Seven4One. Settle into one of the lobby lounge’s sectionals from Modern Studio Furnishings in Laguna Beach (part of the locally sourced décor that also includes chandeliers from Lightopia and art from local galleries) for a cocktail from the Euro-style bar and some fresh, internationally themed small plates from the hotel’s kitchen, S4O, overseen by chef de cuisine (and Montage migrant) Jessica Alexander. Having a beach day? Summon a “sand valet” via walkie-talkie to bring refreshments and apply a chilled, herb-scented face towel.

At night, the hotel’s small outdoor courtyard slips into full South Beach-chic mode with a loungey soundtrack and eclectic film clips flickering on the wall. For an even more intimate setting, steal away to the second-floor terrace, where a king-size lounge invites serious seaside canoodling.

Should you ever be ready to retire, guest rooms make up for a lack of square footage with plenty of modern essentials: 42-inch flat screens, gadget-ready multimedia hubs, high-speed Internet, and luxurious linens atop a custom-made bed.

And lest any self-respecting celebante be labeled frivolous, Seven4One is quietly one of the greenest hotels around, offering—though, thankfully, not flaunting—35 different eco-conscious elements like dual flush toilets, tank-less water heaters and minimal amounts of paper and plastic.

High-season rates range from \$375 for a cozy queen room to \$750 for the swank ocean-view Sea Suite. Or, rent the whole place (private parties and buy-out clients are welcome) and truly party like a rock star—minus the passé room-trashing, of course. **R**

*For more information, visit [www.seven4one.com](http://www.seven4one.com).*