

# STYLE & SOCIETY

## V Palm Springs Hotel Set to Debut Just In Time for Coachella

<http://styleandsociety.com/2015/11/v-palm-springs/>

### Style & Society says:



V Palm Springs Hotel will open its doors this spring following a bold \$15 million dollar re-imagination of the former property. Blending savvy and sophisticated style with a free-spirited attitude, the 140-room hotel is expected to deliver the ultimate modern Palm Springs resort experience, just in time for Coachella. Set against the backdrop of the San Jacinto Mountains, and uniquely positioned to further revitalize South Palm Springs, the hotel's prime location is close by Downtown's top-notch shopping, dining and art galleries as well as the world-famous Joshua Tree and majestic Coachella Valley.

Paying homage to the native Cahuilla Indians, spiritual symbols such as feathers and snakes influence the property's design as envisioned by WESTAR Architecture Group. Featuring a signature Chevron motif, the hotel's contemporary design reflects the traditional desert culture, which is re-envisioned through the use of new materials including cement, wood and fumed oak—all warmed with textures, tribal patterns and accents of colors. The design fuses a Bohemian and Native American style using a monochromatic color palette and flavors of the Southwest.

The layout blurs the lines between indoor and outdoor space, evoking a peek-a-boo effect throughout the property, where guests enter into their residence through exotic garden courtyards. Stylistic and functional, each of the thoughtfully designed rooms feature customized beds with luxurious linens, bone inlaid nightstands, whimsical wall art and decoratively placed wood-beaded necklaces. Tailor-made bath products, which blend eucalyptus, bergamot and lavender, evoke the scents of the desert. V Palm Spring's six distinct suites feature additional artwork, lounging areas and shower & bathtub combinations with double sink vanities. All the rooms

offer work desks, private balconies or patios with playful swings and come stocked with luxury-boutique must-haves.

V Palm Springs will offer a fresh take on entertaining from casual poolside and café options to its restaurant and bar. The hotel's versatile food and beverage program will include a regularly changing menu of wellness-focused cuisine, accentuated by handcrafted fresh cold pressed juices and cocktails. Providing a holistic guest experience with cruisers on hand, the hotel will also offer unique programming including morning yoga, local music events, night markets and a carefree hammock garden. For more information, visit [www.vpalmssprings.com](http://www.vpalmssprings.com).



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