

The Ingalls

HOTELS AND RESORTS

## Hotel June Is Proper Hotels' New, More Affordable Spin-Off

*The new brand will launch in Los Angeles this spring.*

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This spring, fans of the high-design, buzzy bars and restaurants at West Coast trendsetter Proper Hotels will have a lower-priced option for spending the night with the brand. The Proper team, which has properties in [San Francisco](#), [Santa Monica](#) and [Austin](#), will launch Hotel June, a more affordable sister brand, in the former Custom Hotel near [LAX International Airport](#). The iconic 1960s building was originally designed by Welton Becket, whose firm was also responsible for L.A. landmarks like the Capitol Records Building, the Beverly Hilton, and the Cinerama Dome in Hollywood.

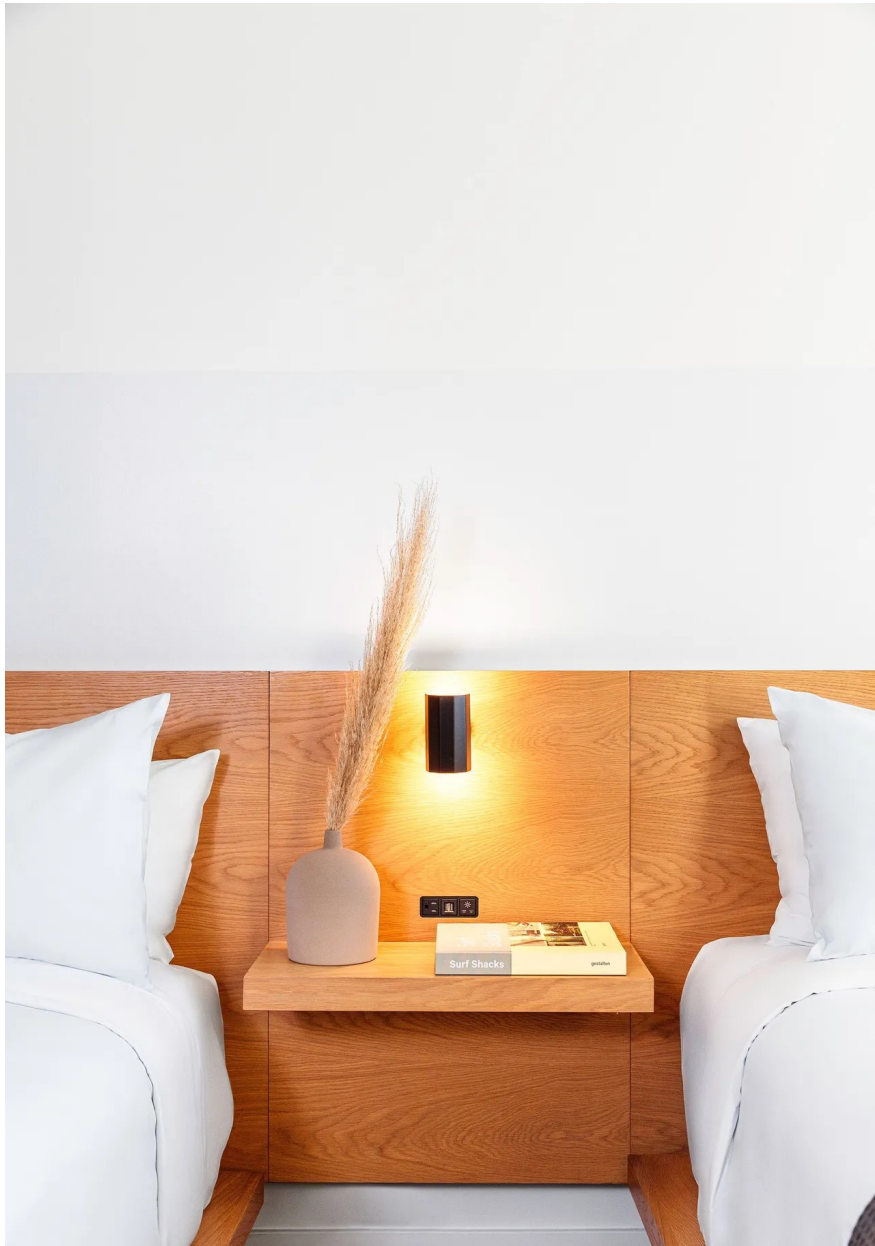
“Hotel June will be a Proper for the people,” says Proper Hospitality co-founder and president Brian De Lowe. “June will cater to travelers with a passion for design, community, and food and beverage offerings—all the same things Proper guests care about, but with more accessible pricing.” Room rates should start at \$250, versus around \$400 at a Proper hotel.



The first June opens this spring in west Los Angeles. The Ingalls

Proper is the latest boutique brand to launch a more affordable spin-off. Long-time hipster favorite [Ace Hotels](#) is targeting budget-minded bohemians with its new [Sister City](#) offshoot, and [1 Hotels](#) just opened the first of several reasonably priced [Treehouses](#) in London, to name just two examples. It's all an effort to woo travelers who demand thoughtful design and fabulous dining destinations from hotels, but who might not have the budget to actually spend the night at more expensive properties.

While Proper Hotels' whimsical interior design is overseen by [Kelly Wearstler](#), Hotel June will have what De Lowe calls a pared-down, "beach-living" vibe." Spearheaded by Venice-based Studio Collective, the look will be chic and understated, though anyone who has stayed at a Proper should notice familiar elements, like custom-made furniture pieces, natural-fiber sisal carpeting, Italian Fili D'Oro linens, and bathrooms lined with hand-glazed tiles from Brazil and stocked with full-size Aesop products.



The design has breezy, minimalist California vibe. [The Ingalls](#)

That more casual aesthetic extends to June's other amenities, too. The dining and drinking outlets will be managed by the folks behind [popular L.A. restaurants](#) like Scopa Italian Roots and Black Market Liquor Bar. Menus will showcase sustainable seafood, produce, and spirits from the California coast. The hotel's pool deck, Caravan Swim Club, will have "an easygoing Baja backyard vibe," according to De Lowe, with private cabanas, fire pits, and lush greenery. A smaller indoor-outdoor upstairs deck might house experimental pop-ups like a natural wine bar.

Taking its cue from Proper, Hotel June will host cultural programming events open to guests and visitors alike. De Lowe envisions collaborations with the nearby Otis School of Design, musical performances by up-and-coming artists, and activities like "dawn patrol" morning surf sessions at a nearby beach.

Hotel June is the latest in a wave of affordable new brands launched by boutique hotel chains. Part of that is just the good economics of developing loyalty among new customers early on and at a lower price point. But Proper and June's De Lowe looks at it another way. "We're obsessed with hotels and want to create these amazing spaces," he says. "It would be a shame if we only had one hotel brand and couldn't do that everywhere."

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