

ASPIRE DESIGN AND HOME

The Line Lofts: Hollywood, California

September 6, 2018





Leading Los Angeles-based designer Gulla Jónsdóttir, most known for designing premier hotel resorts around the world including LA's La Peer Hotel, The Roosevelt Hotel, The Mayfair Hotel and more, has announced her partnership with Hollywood's newest residential building, The Line Lofts – a newly launched, hotel-inspired luxury apartment building that is attracting Hollywood's young stars. This will be a rare residential partnership for Gulla and her team.

She is setting a new standard for sophisticated urban apartment living in LA by recreating the feel of a chic hotel at The Line Lofts. She played a leading role in designing The Line Lofts' lobby and common areas, creating sophisticated light and earthy spaces by sourcing elegant furniture pieces and artwork from small production designers outside of Milan. Gulla is also offering The Line Lofts renters the rare opportunity to purchase Gulla's first-ever hand-selected contemporary furniture package developed to meet the most discerning design standards, complete with turn-down service and housekeeping services.





Residential developers now more than ever are taking design cues from some of the most sophisticated hotels around the world and enlisting the famed interior designers behind them to help replicate the same sensibility and aesthetic within today's most coveted residential buildings.

Launched this July in the heart of Hollywood, The Line Lofts has become the newest go-to community for young professionals and design-centric millennials offering luxurious residential studios, one- and two-bedroom, pet-friendly lofts and flats from 415 to 1,477 square feet for \$2,500 to \$7,000 per month.