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How Proper Hotel San Francisco Became The City's Hippest Hotel

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The Proper Hotel San Francisco

Proper Hotel San Francisco features a striking look masterminded by famed interior designer Kelly Wearstler.

As most of you already know, the charms of San Francisco are aplenty. Breathtaking scenery? Check. Cultural attractions? Check. Noteworthy restaurants and bars? Check. And with last year's opening of [Proper Hotel San Francisco](#), The Golden City finally got the design-driven boutique hotel it needed (and deserved). Below, all the reasons why you should make Proper your home base when visiting the Bay Area.

Background in Brief

Opened in September 2017, this boutique hotel occupies a historic flatiron building perched at Seventh and Market in Mid-Market. Co-founded by Brad Korzen, Brian De Lowe, and Alex Samek, Proper Hospitality unveiled its first project in June 2016 with Hollywood's Proper Residences, then followed up with its first hotel in San Francisco. (Hotels in Los Angeles, Santa Monica, and Austin are in line to open later this year, and early next.) Though each property celebrates the unique personality of its respective city, what they have in common is relatable luxury, hip amenities, and a striking look masterminded by famed interior designer Kelly Wearstler. From the moment you enter the lobby – which multitasks as a reception area, work space, and lounge – and are greeted with an eclectic (yet cozy) mishmash of artwork, furnishings, and preserved original details (the lobby marble, for example, is over 80 years old) you get a sense of what Proper is all about: bringing together the old and new, to create a vibe that's fresh and of-the-moment – yet rooted in history.



The The Proper Hotel San Francisco

Proper Hotel San Francisco has 131 guest rooms.

Accommodations

Practically every inch and corner of the 131 guest rooms has been thoughtfully considered by Wearstler. To that end, you'll discover a vibrant juxtaposition of colors, textures, even wallpapers, that in true Wearstler fashion – work together for a wholly original effect. So instead of a hotel, you feel like you're a guest at someone's impossibly chic abode. Luxe accents abound, as evidenced by the plush Aireloom mattresses, Aesop bathroom amenities, and Nordic Vifa speakers. Even the robes are a surprising touch. Being short, I find standard ones bulky, cumbersome, and long, but Proper's versions are fashioned from a lightweight black-and-white cotton you tie like a kimono. (They're so stylish, they can be worn in public.) While working in hotels is a

necessity given my line of work, I appreciated that instead of a standard desk, I had a versatile window side table that served as a spot for snacking, writing, and chilling out.



The beverage menus for the restaurant Villon and rooftop lounge Charmaine's were created by BVHospitality.

Food and Drink

With the buzzy ground-floor restaurant Villon and rooftop lounge Charmaine's, it's easy to spend a couple days at the hotel, without ever wanting (or more practically, needing) to leave. Josh Harris and Morgan Schick of BVHospitality, the team behind the acclaimed bar Trick Dog and soon-to-open tropical-themed Bon Voyage!, helmed the beverage program, and curated distinctively different drink menus for both outlets. (Meaning: you won't see overlapping cocktails or wines, just offerings unique to each spot.) The hotel's executive

chef Jason Franey – he cut his culinary chops at Eleven Madison Park – put together equally smart menus of contemporary American cuisine. Charmaine’s features an array of booze-friendly snacks (including the signature hot dog topped with sweet mustard and fermented lettuce), while Villion doles out heartier all-day fare, from morning to late night. Even the most humble items, like bread, shine under Franey’s care. His best-selling Hawaiian rolls arrive to the table warm, squishy, and slightly sweet with three pots of spreads (chicken liver mousse, bacon mousse, and house made jam).

San Francisco Proper Hotel

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properhotel.com/hotels/san-francisco