

VANITY FAIR

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Hot Hotels: Proper, San Francisco

So good, you won't want to leave.

by CHARLOTTE SUTHERLAND-HAWES



Thomas McCaughan

The key to a top hotel is an attention to detail that verges on pedantic: toiletries by a quirky but good-quality brand; a thoughtfully stocked minibar; an **art collection** curated by a local dealer. At the **Proper Hotel** on San Francisco's downtown Market Street, sufficient attention has been paid to the attention-to-detail-factor, and so the experience of staying there feels spot on. Located in a "flatiron"-shaped edifice, the Roaring Twenties exterior is contrasted by a distinctly modern lobby, crammed with clashing furniture and hundreds of pieces of art and wall hangings, all designed by Californian artists. The 131 bedrooms are all individually designed. Lined with mismatched strips of wallpaper, they boast Vifa speakers, walk-in showers and products by Aesop. If you can get out of bed, head up to the rooftop bar for a drink before dinner at Executive Chef Jason Franey's French-style cafe.

unique monthly visitors: 19,400,000

Inside the Proper Hotel

