



personality hotels
COLLECTION

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PERSONALITY HOTELS OF SAN FRANCISCO DEBUTS \$1 MILLION RENOVATIONS TO HOTEL UNION SQUARE AND STEINHART HOTEL PROPERTIES

SAN FRANCISCO, CA – (March 2014) -- Personality Hotels (www.personalityhotels.com), San Francisco's first boutique hotel collection (founded nearly 30 years ago), has just completed another round of expansive renovations at two of its iconic properties – The **Steinhart Hotel** and **Hotel Union Square**. Personality Hotels strives to stay on top of current design trends, and this most recent “refresh” lends a sleek yet inviting sophistication to both hotels.

Personality Hotels invested nearly one-million dollars in renovating the two hotels, and both renovations were designed by Jonathan Rachman, principal at Jonathan Rachman Design (www.jonathanrachman.com) in San Francisco. The Steinhart Hotel concentrated on the re-design of 15 one-bedroom apartments. The newly designed guest suites are the epitome of Parisian sophistication – “Old World” European with modern day amenities to embrace the history of the historic Steinhart building. Rachman turned to a neutral color palette with hints of muted aubergine, mink, and taupe and lots of texture to offer guests a room that is charming and practical while still embracing the rich elements of the property. In addition, all case goods in each of the guest rooms were replaced, as well as the window treatments and area rugs. The forward thinking artwork found in each room is a complete creation of Jonathan Rachman Design – with its own abstract representation of the real Ignus Steinhart himself, as well as a school of neon psycho tech fish, which pay allegiance to The Steinhart Aquarium.

Inspired by Mayfair-Marylebone London, Rachman again brought “Old World” European into a current setting with the refresh of Hotel Union Square -- celebrating its 100th Anniversary -- with the focus here being the Lobby and the two Penthouse Suites. In both spaces all furniture, carpet, flooring, and wall accessories have been replaced, as well as some lighting fixtures and window treatments. With the use of a blacks, whites, grays and silvers, rich textures, and materials such as Carrera marble, mohair, leather, alabaster, and high-gloss finishes, the look and feel of the new spaces is intimate and luxe yet still current and appropriate for this historic San Francisco property. Additionally, all furnishings were custom-designed for the hotel – from chairs beaded with hand-done nail heads to the art curated by the Rachman team.

“I’m always open to innovative design trends and to introducing the work of new San Francisco designers into our hotels,” states Yvonne Lembi-Detert, Founder, CEO and President of Personality Hotels. “I met Jonathan at the SF Designers Showcase and our ‘personalities’ engaged right from the start. I had him redecorate my home first, and knew upon the completion of my home that I wanted him to bring his unique vision to both Hotel Union Square and The Steinhart Hotel renovations. I truly believe that a boutique hotel stay should be treated as a home-away-from-home experience.”

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About Personality Hotels

In 1982, Personality Hotels founder Yvonne Lembi-Detert established a revolutionary new approach to style, service and amenities that forever changed the hospitality industry. Energizing the Northern California market with a collection of metropolitan urban retreats, Personality Hotels is widely credited with putting the “BOUTIQUE” in hotels. Personality Hotels is an affiliate of Engage Hospitality, the management company of its four Eclectic San Francisco boutique properties, SEXY Hotel Diva, GRAND Kensington Park Hotel, AUTHENTIC Hotel Union Square and TIMELESS Steinhart Hotel; one Monterey property, SERENE Mariposa Inn & Suites; and one Wine Country property, HISTORIC Flamingo Conference Resort and Spa. For more information or to book reservations, call 800.553.1900 or visit www.personalityhotels.com.

About Yvonne Lembi-Detert, President and CEO of Personality Hotels

With endless passion for the hotel industry, Yvonne Lembi-Detert is the visionary behind Personality Hotels. A true pioneer of boutique chic, Yvonne made her mark with the opening of San Francisco’s first boutique hotel more than 25 years ago. Fresh out of the Rudolph Shaffer School of Design and while attending San Francisco State University in 1982, her talents were enlisted to remodel and convert a prewar hotel building into the Hotel Union Square. Yvonne eventually acquired the property, and it ultimately became San Francisco’s first boutique hotel. Yvonne has been innovating the hospitality industry ever since.

About Engage Hospitality

Engage Hospitality is a full service hotel management company that services a range of hospitality clients, from branded hotels to individually owned lifestyle boutique hotels. Launched by Yvonne Lembi-Detert, Engage Hospitality works directly with hotel owners and operators to achieve success and increase profitability. For further information, please visit www.engagehospitality.com.

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MEDIA CONTACT:

Heather Noll | Chalkboard Communications | heather@chalkboardcomm.com | 415.290.2891