

# LOS ANGELES CONFIDENTIAL

SPRING'S  
**HOTTEST**  
STYLES

UP IN THE AIR DIRECTOR  
**JASON REITMAN'S** FAVORITE  
LA MEMORIES

## UNTOUCHABLE TUCCI

STANLEY'S STAND-OUT YEAR



# Power Players

A look inside the W  
Hollywood Residences



## THE LAP OF LUXURY

The W Hollywood Residences redefine the concept of home sweet home. *By Michael Ventre*

### ADDRESS

Hollywood Residences can order steak frites and crème brûlée at 3:30 AM if they so desire. Or they can have a masseuse come to them in a moment's notice. And there's always dancing on the roof. This is all because the W Hollywood Residences offer the same amenities as the adjacent W Hollywood hotel. Its inhabitants are like permanent hotel guests, only with a mortgage. Therefore, the options are dizzying.

Located in the new complex at the iconic intersection of Hollywood and Vine atop the Metro subway station, the W Hollywood Residences contain 143 private units amid an overall theme of Tinseltown glamour in a modern

### THE INHABITANTS

of the new W

context. They're for anyone who can afford the asking price, which begins at \$600,000 and extends into the millions. But the W Hollywood Residences are especially ideal for the bicoastal executive, actor, musician or other busy professional who might find the tube access to Downtown or Universal City a welcome alternative to the fidgety ordeal of sitting in traffic in a rental car.

"It's hard for some people to imagine being near a transit portal is a discernable part of luxury," says Marty Collins, president and CEO of Gatehouse Capital, the company behind the design and development of W Hollywood Hotel & Residences. "But that's a big part of it. People who work Downtown can get here in 10 minutes."

The development offers plenty of incentives to work from home, too, including an unparalleled rooftop experience that includes individual cabanas with fire pits, a 25-meter lap pool and an awe-inspiring view. The roof of the hotel also houses Drai's Hollywood nightclub, where residents will have a personal VIP host to handle all requests.

The W Hollywood Residences will live by one creed: "Whatever/Whenever." Needless to say, that presents a lot of options.



EmpireCLS provides top-of-the-line service in top-of-the-line cars.

## LICENSED TO THRILL

EmpireCLS holds the key to great awards-show transportation.

*By Lauren M. Murphy*

### RIDE

**OSCAR WEEK** is one of the most exciting times of year for the entertainment-industry elite.

From parties to pampering, celebrities take part in a whirlwind of activities leading up to—and including—the big day. And oftentimes it's up to EmpireCLS Worldwide Chauffeured Services to make sure they arrive at their destinations safely, in style and on time. Having worked directly with the Academy for several years, the drivers at EmpireCLS know exactly what they're up against. "There's so much advanced planning that goes into Oscar week for us," says David Seelinger, EmpireCLS chairman and CEO.

In the days prior to the awards show the EmpireCLS crew scouts event parking, goes over details with the celebrity

security teams (including providing them with a driver's background information), pinpoints routes and transports people to and from their destinations.

And Oscar day starts early for the EmpireCLS staff and chauffeurs. "We meet at 5 AM to go over street closures, car cleanliness, traffic and celebrity product requests," says Seelinger. Those requests can include anything from specific

foods to bottled water kept at a certain temperature. But it is the safety of their passengers that is of paramount importance to this team. The company has retired police officers on staff to help out in any sticky situations—oftentimes those situations include members of the press (read: paparazzi). "You have to always be on guard about the paparazzi because some of them will do anything to get information," says Seelinger. "Our chauffeurs have been through a high level of training that includes evasive driving, and that's why celebrities come to us and trust us."

### David Seelinger's Faves

**Movie of all time:**  
*It's a Wonderful Life.* I watch it at least nine times a year.

**Place to watch the Oscars:**  
Home in my pajamas  
**Movie this year:**  
*Up in the Air*