

Fashion Scoops

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Andaz West Hollywood hotel's employee uniforms will be from the Vince and Velvet contemporary collections.

Photo By Courtesy Photo

'RIOT HOUSE' STYLE MAKEOVER: A famed Los Angeles hotel has made over its image, and the staff is getting a new look to match.

The former Hyatt West Hollywood, a rock 'n' roller favorite known as "the Riot House," has been renamed and made over as an Andaz Hotel property, the new boutique division of the global hotel giant. Now called Andaz West Hollywood, the hotel on the Sunset Strip has partnered with local designers Velvet by Graham & Spencer and Vince to supply a fashion-forward twist on employee "uniforms."

Rather than wear a standard suit or uniform, employees can choose from a variety of items from the holiday 2008 Velvet collection and spring 2009 Vince collection. Andaz West Hollywood worked with Los Angeles-based stylist **Gili Rashal-Niv** to put the looks together.

"We wanted to make sure that our attire did not define specific roles at the hotel but rather it defined our employees' personal taste in fashion," hotel general manager **Michel Morauw** said. "We want to be consistent in our service and attention yet varied in personal style. We're delighted to be able to offer our staff some variety."

Andaz West Hollywood, scheduled to open on Jan. 8, will be the second property to open under the Andaz banner, following last year's Andaz Liverpool Street, launched in London in November 2007. Subsequent property openings scheduled include Andaz Wall Street and Andaz Fifth Avenue in 2009, followed by Andaz Austin in autumn 2010.