



ALASKA AIRLINES,
JUNE 2006

Sweet Sleeps

Hotel deLuxe

729 SW 15th Avenue
866-895-2094
503-219-2094
www.hoteldeluxeportland.com
Rooms start at \$129 per night.

When the local den of plush-kitsch accommodations—the Hotel Mallory—closed its doors for good, the citizens of Portland shuddered. How could our beloved mainstay of aging (albeit past-her-prime) glamour be gone? Likewise, when the unknown interloper started taking shape, how, we wondered, would the new incarnation measure up?

Luckily for guests—and loyal locals—the new Hotel deLuxe is revitalizing the existing property with the charisma and panache of a magnificent, bygone era. Hollywood in the 1940s was a time

of luxury and unforgettable style. The Hotel deLuxe maximizes both appeals with an updated retro-replica of that classic period.

Palm trees frame the entry, conjuring images of Packard limos and Studebaker Commanders rolling up—you can almost hear the bulbs flashing. Inside, the ascendant ceilings, with ornate, gilded crown moldings and vintage leaded glass skylights, create an atmosphere of dramatic opulence. Slick marble surfaces and smartly arranged conversation areas invite guests to enjoy the glistening milieu. The historic Driftwood Room bar (still tucked in an unassuming corner of the lobby) is keeping its name—while renovating its wardrobe and cocktail menu.

As you step off the elevator, each floor offers a film history lesson, etched in a glimmering mirror. The Exiles-themed seventh floor, for example, features black-and-white photographs of famed directors ousted from their native lands, such as Michael Kurtiz and Ernst Lubitsch. Bing Crosby, Ginger Rogers and others grace the Song and Dance Masters third floor.



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Rooms follow the established theme of their-given floor, each with its own photo of a historic Hollywood film icon. Varying room types are available, ranging from the smaller King or Queen deLuxe version to the more substantial King Feature or King Premier suite. Every guest enjoys lushly appointed quarters with delicious velvet-and-wooden furniture.

A remarkable array of amenities saturates the experience with modern superfluties that would flabbergast even the most pampered Hollywood starlet. An extensive Pillow Menu lets you choose everything from soft to extra firm, while the Spiritual Menu lets you feed your spirit (reading choices include the *Bhagavad-Gita*, Torah, Scientology Handbook and more). Preprogrammed iPods keep the tunes flowing. And the soon-to-be-famous “Make it So” button in every room is a diva’s delight: Staff will supply guest demands from dog walking to personal shopping.

Round-the-clock dining is made possible by 24-hour room service from the hotel’s restaurant, Gracie’s, which offers an expert blend of gourmet comfort foods, such as prosciutto-and-Gouda macaroni and cheese and vegetarian meatloaf with wild mushroom sauce—the cuisine of a foodie’s dream.