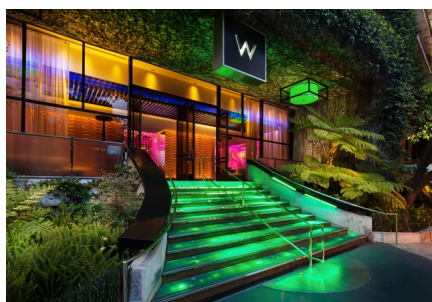


The W Los Angeles: The Ultimate Naughty & Nice Playground

Written by By Allison Young

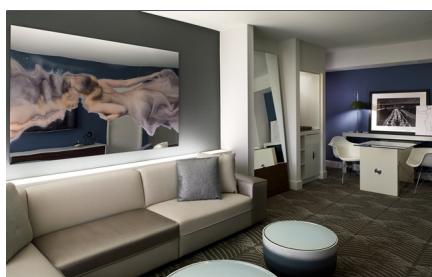
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LA is a city of dichotomies. You have juice joints and cocktail bars. Fast-paced highways and breezy boardwalks. Free-spirited hippies and glamorous glitterati. And since most of us aren't one-size-fits-all, especially when it comes to traveling, a trip to LA means you can tap into the different sides of your psyche, give both your angel and devil a chance to play.

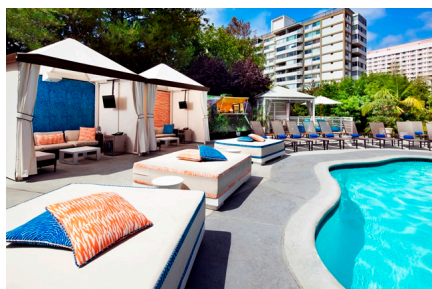
For a naughty and nice stay, the [W Los Angeles – West Beverly Hills](#) more than fits the bill. By day, it's an ivy-accentuated stiff of a building that blends in with the residential vibe of Westwood Village, a neighborhood between stuffy Bel-Air and the sandy beaches of Santa Monica that saddles up to UCLA's campus (the Hammer Museum, Whole Foods and a smattering of shops and restaurants are all within walking distance).

By night, the unassuming entrance gets a neon makeover as a kaleidoscope of pinks, greens, blues and oranges enliven the lobby, with light-up steps leading the way (yes, that's actually water flowing down the backside). Once inside, the symmetry of the exterior melts into wave-like walls, dangling lights and sprawling sectionals, with jet setters coming and going. There's even a selfie booth in the lobby to document your debauchery.... or divinity.



A room with a vibe

Sleep is divinely good, and your bed, a cloud of crisp white linens with just the right amount of firmness, will assuage the angel in you. But your room isn't just for slumber. As well as standard issue flatscreen TV's and Bliss bathroom amenities (you'll want to take home these scented souvenirs), suites come with a wet bar to whet your thirst, designer Eames chairs and vinyl sectionals for high-style lounging, and whimsical modern art that gives it a party pad vibe.



Detox, retox and repeat at the pool

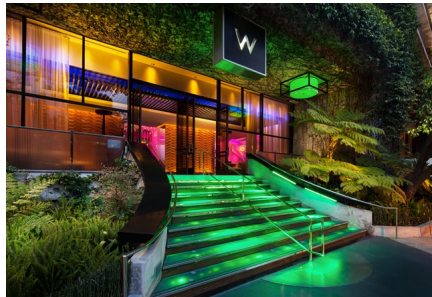
At first glance the pool is all bacchanal playground. A refashioned airstream serves up Instagram-worthy cocktails, while seductive chaise lounges, poolside beds and private cabanas give you plenty of swig stations. And then there are the Kim Kardashian lookalikes, sipping,

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swimming and primping for their selfie close-ups. Mixed in with the retoxing is detoxing when the wet deck turns fitness deck, as a rotating roster of LA's hot fitness instructors put you through the yoga, barre or Pilates paces (there's also a 24-hour gym for fine-tuning your bikini bod). Follow up the calorie-burn with brunch and beats by a live DJ. You deserve it after all those downward dogs.



Sunset vice or virtue

When the sun goes down, that's when LA really comes to life—and W's The Living Room bar is the place to kick off your night, a modern oasis of DJ beats and blue-hued lighting. Down a Champagne mojito or a cucumber gin and tonic (the cocktail menu is a playful spin on boozy classics) and soak in the otherworldly vibe. You can end the night early—your room is only an elevator ride away, after all—or let the city of Angels show you its other side. Either way, your heavenly bed and a new LA day, fresh with no mistakes, awaits.