

1 HOTEL SEATTLE, WA, USA



Mission-driven luxury lifestyle brand opens retreat at the crossroads of nature, culture and innovation.

A sanctuary of sustainability and sophisticated design has opened in the heart of the Pacific Northwest. Set in the South Lake Union neighbourhood – home to some of Seattle's most innovative tech companies – this nature-inspired retreat combines sustainable luxury, local culinary experiences and the rugged elegance of the region's landscapes.

"Seattle is a city where nature and innovation coexist beautifully – and that's exactly what we aimed to capture with this property," said Barry Sternlicht, Founder of 1 Hotels and Chairman of

Starwood Hotels.

"This city has long been a pioneer in sustainability, environmental stewardship, and progressive thinking. With 1 Hotel Seattle, we wanted to create a haven that not only pays homage to its forests, waters and creative spirit, but also reflects the city's deep-rooted commitment to living in harmony with the planet."

AT A GLANCE

Owner/operator Starwood Hotels
Interior Designer Studio Collective
Landscape Design Team GCH
Keys 153

1hotels.com/seattle



1 Hotel Seattle, WA, USA. Above left: Lobby. Above right: Arch Patio . Top: Lobby (all images credit Mikkel Vang)

Designed by California-based design studio, Studio Collective, the new hotel is ideally situated just minutes from Seattle's most iconic attractions, including the landmark Space Needle, the historic Pike Place Market – the oldest continuously operating farmers market in the U.S. – the vibrant waterfront, the multipurpose Climate Pledge Arena, and Amazon's global headquarters.

On arrival, guests are welcomed by a monumental driftwood sculpture by local artist Alison Stigora. The lobby is anchored by a lush living wall and a sculptural winding staircase fashioned from reclaimed timber and stacked stone with a hand-stitched leather rail. Overhead are massive Douglas fir beams – a nod to Seattle's maritime and industrial past.

From the locally crafted furnishings to the reclaimed materials and moss art installations, every detail is designed to inspire both comfort and consciousness. Textiles pay tribute to the Coast Salish Tribes, handmade tiles from a Pacific Northwest ceramics studio surround a fireplace, and an art collection is curated in collaboration with local galleries.

The 153 guestrooms, including 45 suites, are serene spaces inspired by the Pacific Northwest's forests, shorelines and mountains. They are layered with organic textures and handcrafted materials such as reclaimed wood walls, pebble stone floors, Chiara quartzite counters, and live-edge furnishings from Seattle's own Tirto Furniture. Wallcoverings with nautical motifs and curated plantings line the corridors, while moss art and locally sourced artwork deepen the sense of place. Many of the rooms and suites have views of the Space Needle or city skyline.

Sustainable touches include in-room water filtration systems with carafes made from recycled wine bottles, 100% organic linens atop plush pillow-top mattresses, Nespresso machines with recyclable pods, yoga mats and Bamford bath products infused with essential oils. Every element is both luxurious and low-impact, from chalkboards replacing paper to bamboo-based tissue to energy-saving smart thermostats. Guests can also take part in the 1 Less Thing programme, a simple but powerful initiative that encourages leaving gently used clothing behind for donation to local non-profit Mary's Place.



Studio Suite. Image Credit: Kelsey Bumsted



Alder House Living Area. Image Credit: Kelsey Bumsted



La Loba restaurant. Image Credit: Mikkel Vang

The hotel's signature restaurant is La Loba, which is Spanish for 'the she-wolf'. A soulful, transportive experience that channels the strength and mystery of the natural world, La Loba is led by acclaimed Chef Oscar Amador Edo – a James Beard Award finalist known for redefining tapas in Las Vegas. Just off the lobby, Drift café and bar brings the hotel's culinary ethos into an all-day social space. Mornings begin with craft coffee from Seattle's own Fonte and tea from Vancouver's Tealeaves, accompanied by house-made pastries and light fare. As the day progresses, Drift shifts into a cosy cocktail lounge, where low-ABV drinks, seasonal small plates and biodynamic wines are served beside a flickering fireplace and illuminated art wall.

On the second floor, six thoughtfully designed event spaces, each flooded with natural light and framed by city views, offer flexible layouts for everything from board meetings to celebrations. The jewel of these is the Rainier Ballroom, which opens directly onto a landscaped terrace with panoramic views of the Space Needle. This space, which connects people with nature, is perfect for weddings, social celebrations and sustainable corporate events, with expert planning services, seasonal catering menus and furniture crafted from responsibly sourced wood.

The building uses sustainable, low-VOC materials, and the property participates in a True Zero Waste programme in partnership with Foodprint Group, aiming for 90% waste diversion across all operations. Single-use plastics have been replaced by reusable glassware, compostable packaging and upcycled materials, including hangers made of recycled paper and amenity trays crafted from sustainable wood.



La Loba restaurant. Image Credit: Mikkel Vang

With a Walk Score of 98 and Transit Score of 100, the hotel is just minutes from the waterfront, greenways and iconic sights such as Pike Place Market and the Space Needle – without the use of a car. For guests who want to explore by car, the hotel's Audi Electric Vehicle Experience takes them around in a complimentary fully electric Audi Q6 e-tron, either as a house car or a guided test drive.

This mission-driven luxury hotel is a place where nature and design converge, and where every thoughtful detail reflects a deeper commitment to the planet.