

CHARLES HOTEL

COASTAL CHIC WITH A CONSCIENCE

THE CHARLES HOTEL IS PACIFIC GROVE'S INCLUSIVE NEW GEM

Words by Jamie Booth | Photo of Charles Gruwell by Kelli Uldall | Other images courtesy of Charles Hotel

If you're craving a refined retreat from the fast-paced buzz of San Francisco, The Charles Hotel in Pacific Grove offers a refreshing escape where elegance, inclusivity, and artful design collide. Tucked into a storybook seaside village known for its Victorian architecture, charming boutiques, and thriving arts scene, The Charles is more than a place to stay — it's a destination to savor.

The vision of award-winning designer Charles Gruwell—whose global portfolio spans more than 40 boutique hotels — The Charles marks both a career milestone and a heartfelt homecoming. Partnering with seasoned hoteliers Don and Jay Desai, Gruwell has transformed a classic coastal property into a London-style bed and breakfast infused with clubby charm and sophisticated style.

At its core, The Charles champions a new kind of hospitality: one that's elegant, welcoming, and unapologetically inclusive. Rich European textiles, curated original artwork, and handcrafted furnishings set the tone, launching what the founders dub the Metro Lifestyle Brand — a forward-thinking blend of high fashion, timeless design, and cultural consciousness. It's tailor-made for LGBTQ+ travelers, cosmopolitan explorers, and anyone who values meaningful connection.

"We want The Charles Pacific Grove to be a haven for all walks of life—straight, gay, and everyone in between," says Gruwell. "No one should be excluded from experiencing an artfully designed stay on California's Central Coast."



This inclusive ethos extends to every detail, from gourmet continental breakfasts to evening social hours with local wines and artisanal fare. It's a space designed for creatives, tech nomads, and inspired souls to gather, recharge, and engage.

Beyond its doors, The Charles offers curated experiences that immerse guests in the region's natural beauty and vibrant community—from in-room massages and guided hikes to gallery strolls and scenic bike rides. Highlights include the Monarch Butterfly Sanctuary, coastal trails to Asilomar Beach, and strolls from Lover's Point to Cannery Row—routes Gruwell calls "breathtaking and great exercise."



Just steps from the Pacific and moments from cultural landmarks like the Pacific Grove Natural History Museum, The Charles promises a stay that's indulgent yet grounding, luxurious yet approachable. Whether you're sipping wine at sunset, hiking the Big Sur coast, or discovering a new favorite artist, you'll find yourself embraced by a calm, stylish atmosphere that celebrates individuality and creativity.

THE CHARLES PACIFIC GROVE WILL HOST A SOFT OPENING ON JUNE 1, WITH AN OFFICIAL GRAND OPENING ON JUNE 28, 2025. LEARN MORE AND BOOK YOUR STAY AT [THECHARLESPG.COM](https://thecharlespg.com).

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