

outword

No. 769 • May 22, 2025
www.outwordmagazine.com



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The Charles Hotel Opens in Pacific Grove

by David Barnes

This June 1, just in time for Pride Month, celebrated interior designer Charles Gruwell will debut The Charles Pacific Grove, a luxurious new boutique hotel located in the heart of California's Central Coast. More than just an opening, this moment marks the launch of a bold new chapter in hospitality: the birth of Gruwell's visionary Metro Life-style Brand—a refined, inclusive hotel concept that blends timeless elegance with a deep commitment to diversity and belonging.

A native of Pacific Grove, Gruwell returns to his hometown with an impressive résumé, having designed the interiors of more than 40 boutique hotels around the world. Yet The Charles Pacific Grove represents a long-held dream come true: his very first personal hotel venture. "I love hotels and the hospitality industry—it's my passion," says Gruwell. "Owning a hotel has been a lifelong goal, and this one is truly special."

Designed as a reimagined bed and breakfast, the property reflects Gruwell's signature aesthetic—classical charm, modern luxury, and a welcoming sense of home. Inspired by the inclusive spirit of boutique hotels in global cities like London, Gruwell's vision for The Charles is clear: to create spaces where every guest feels seen, celebrated, and stylishly at ease.

"Style and inclusivity are at the heart of our brand," he explains. "We want The Charles Pacific Grove to be a haven for all people—straight, gay, and everyone in between. No one should be excluded from enjoying an artfully designed experience on California's Central Coast."



In partnership with hospitality veterans Don and Jay Desai, Gruwell developed the Metro Lifestyle Brand to go beyond lodging. Each property is a sanctuary of self-expression, featuring curated interiors, one-of-a-kind furnishings, and a guest experience centered on connection, comfort, and luxury. At The Charles Pacific Grove, guests will enjoy indulgent amenities such as a gourmet breakfast, a curated social hour with local wines and cheeses, and a cozy afternoon nosh.

The hotel will begin welcoming guests on June 1 with a soft opening, leading up to its official grand opening celebration on June 28, in proud conjunction with Pride Month. Interior design is expected to be fully complete by the end of May.

LGBTQ+ travelers will find Pacific Grove to be a welcoming and picturesque destination, with highlights including breathtaking coastal walks from Lover's Point to Cannery Row, the peaceful trails of Asilomar Beach, eclectic shops and restaurants, the Pacific Grove Art Center, and the iconic Monarch Butterfly Sanctuary. Nearby Carmel-by-the-Sea offers a romantic mix of art galleries, fine dining, and charming storybook architecture.

Gruwell recommends visiting during the spring, summer, and fall, with August through October offering the warmest, clearest weather.

Looking ahead, The Charles brand is already expanding. Gruwell and his partners have acquired a second property in Napa Valley, currently open and undergoing renovations to join The Charles Hospitality Collection by the end of 2025.

As the collection grows, Gruwell remains steadfast in his mission: to redefine luxury hospitality through inclusive design and personalized guest experiences—creating beautiful, boutique sanctuaries where everyone belongs.

For more information or to book a stay, visit www.TheCharlesPG.com