

LA'S MOST INSPIRING STORIES

A TALE OF TWO FRIENDS

JOURNEY OF A LIFETIME

THE QUEST TO EMPOWER WOMEN

HOW LA FOODIES GET IN SHAPE

SEPTEMBER 18, 2017

Meet Hedda and Cedric Leonardi of The Bel Air Treehouse



LOCAL STORIES

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Today we'd like to introduce you to Hedda and Cedric Leonardi.

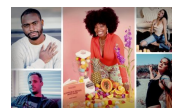
POPULAR



PORTRAITS OF THE VALLEY



PORTRAITS OF HOLLYWOOD



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Hedda and Cedric, please share your story with us. How did you get to

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where you are today?

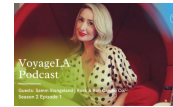
Hedda: I came to Los Angeles 17 years ago and worked for many years creating international PR campaigns for everyone from Nelson Mandela and Tina Turner to Pamela Anderson and Christina Aguilera. I like to say I have lived many lifetimes in this life – as a special projects consultant to Nat Geo, a literary consultant to Simon and Schuster, a vegan chef and whole-foods blogger and lecturer at The People's Food Revolution and a global media strategist to the Ritz Carlton Hotel Company and China's Shangri-La Hotels and Resorts.

Having travelled the world, meeting all kinds of people and consulting to some great hotels, The Bel Air Treehouse is a natural consequence of all these pieces of my life. I used to say to my hotel clients ” forget the mini bar – put in an oxygen and anti- jetlag bar” or ” why have a butler for shoe shining, why not have a

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VOYAGELA PODCAST: PUJA MOHINDRA | WRITER, DIRECTOR, ACTOR



VOYAGELA PODCAST: SAMM STANGELAND OF ROCK & ROLL CANDLE CO.

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hotels this stuff is hard to do because you have bosses who have bosses who have financial controllers. But when you have your own place – and it boutique and not driven by the bottom line you CAN focus on the things that really are important - biodynamic, vegan, a healing environment, aromatherapy, salt lamps. At the end of day, we only have our health. It's the most important luxury. The Bel Air Treehouse is not a business it's a mission to give shelter to souls, our fellow travelers on this planet.

CED: I have been a musician all my life. I picked up a pair of drum sticks when I was 11 and that was that. Growing up in France in an area of Montpellier called La Cite Gely, I was surrounded by the rhythms of the gypsies. Years later I became the drummer for the Gipsy Kings and this brought me to Los Angeles and into the arms of my wife Hedda.

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**Overall, has it been relatively smooth?
If not, what were some of the struggles
along the way?**

Nothing fabulous is ever smooth. And there are not enough hours in the day to do all the things we want to do with the Treehouse.

But this is such a great love affair for us that we have received many more blessings than obstacles, and the obstacles have been blessings in disguise.

**Please tell us about The Bel Air
Treehouse.**

Our hashtag is #gimmeshelter. We are a little off-beat, bohemian and free spirited.

We encourage our guests to feel this freedom too. Our space is curated for comfort.

We like to keep it real. We are known for this and our fabulous French croissants

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has a homey feel. It is a pristine example of Late Modernism so we have kept the integrity of the original architecture and features intact. We are thrilled to share a piece of LA's recent history with our guests.

We have reimagined what a hotel experience can be – the focus is on vegan, cruelty free, organic, biodynamic, stress free. The salt lamps prevent a buildup of physical debris as do the crystals. Shoes come off at the front door for the same reason. We have the finest spring water in glass bottles for our guest's hydration. We have tried to think about everything without going over the top.

If you had to go back in time and start over, would you have done anything differently?

Ced: If we were to start over we would have done it sooner. We waited a long time to create our Maison d'Hote (French

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Treehouse's secret ingredient. Our cosmic concierge. Part earth mama, numerologist intuitive and a total lover, she showers our guests so much love that they don't want to leave.

Pricing:

- We have five suites (average 300 sq feet) that are all priced under \$200 excluding tax.
- We have a modest unlimited water day rate of \$5.00.
- The suites are designed for two people with an additional day bed incurring additional \$30 per night.

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