

Sunset Social Club Opens High End Cannabis Lounge in Hollywood

Sunset Social Club Launches West Hollywood's First Luxury Cannabis Lounge With Exclusive Member Experience and Iconic Design

New Venue on the Sunset Strip Redefines Cannabis Hospitality With Artful Interiors, Premium Brands, and a Curated 5,500-Square-Foot Social Environment

WEST HOLLYWOOD, Calif.— In a landmark moment for California's evolving cannabis industry, Sunset Social Club opened its doors at 4:20 p.m. on June 14, offering a new paradigm in consumption hospitality. Strategically located along Los Angeles's legendary Sunset Strip—directly across from the historic Chateau Marmont—the 5,500-square-foot venue is West Hollywood's first-ever private cannabis consumption lounge.

Carefully curated and designed for cultural tastemakers and elevated consumers, Sunset Social Club blends premium cannabis with gourmet culinary offerings, immersive lifestyle programming, and Hollywood-inspired design. This launch represents not just a business opening but a movement toward a more refined, inclusive, and immersive form of cannabis hospitality.

Elevated Interiors Meet Heritage Design With a Vintage Flair and Exclusive Member Comfort

Sunset Social Club's interiors, crafted by Hollywood designer Pantera Sara, reflect a "lived-in luxury" aesthetic evocative of old Hollywood glamor. The space is accented by handpicked vintage furniture, gallery-level art installations, and nuanced design details that blend nostalgia with modern sophistication.

Key features of the venue include:

- A spacious indoor consumption lounge with plush seating
- An open-air garden patio for discreet outdoor socialization
- Lockable, personal storage lockers for member use
- A 200-vehicle private parking lot—an amenity nearly unheard of in West Hollywood, offering both convenience and discretion

Operating under one of the city's earliest cannabis licenses, the venue draws upon its local roots while also looking forward to national expansion.

Exclusive Membership Offers Premium Product Access, Private Events, and Lifestyle Perks

Membership to Sunset Social Club is priced at \$420 per month and comes with an expansive suite of benefits that extend far beyond traditional lounge access. These perks include:

- A **monthly credit** equivalent to the full membership fee, redeemable for curated cannabis products, beverages, and branded merchandise
- Access to a **cannabis mixology bar** featuring signature infused cocktails
- **Gourmet small plates** prepared by a Michelin-trained chef
- A **specialty coffee bar** operated in collaboration with Be Bright Coffee, with oversight from founder Frank La
- Invitations to **private brand activations, cultural performances, and VIP events**
- **Exclusive partner discounts** at local dining and nightlife hotspots
- **Early access** to film screenings at iconic venues like the TCL Chinese Theatre

The space operates seven days a week with hours spanning 10:00 a.m. to 11:00 p.m. on weekdays and extended until 2:00 a.m. on weekends—with plans to expand to 4:00 a.m. pending city approval.

Top Tier Cannabis Brands Unite Under One Roof With Activations, Collaborations, and Exclusive Drops

Sunset Social Club's brand partnerships are foundational to its vision. A curated roster of California's most revered cannabis and lifestyle companies form the lounge's product and programming ecosystem. Partners include:

710 Labs, Alien Labs, Backpack Boys, Benzeen, Cake, Camino, Cann, CBX, Connected, Cure Co., Foreign Genetics, Good Tide, Grenco Science, Heavy Heads, Jungle Boys, Kiva, Khalifa Kush, Nameless, Originals, Pabst Labs, Sluggers, Spritz, St. Ides, Stündenglass, West Coast Cure, Wizard Trees, Wyld

These partners are already planning a variety of programming and installations ranging from large-scale events to boutique brand moments. Integrated product launches, VIP tastings, and exclusive lounge merchandise ensure ongoing engagement for members and collaborators alike.

The lounge also includes immersive experiences curated by Grenco Science and Stündenglass, offering signature cannabis cocktails and interactive glassware sessions tailored to high-end consumer experiences.

Beyond the Lounge: Sunset Social Club Embarks on Ambitious Expansion With a Vision for National Cannabis Culture Hubs

The launch in West Hollywood is only the beginning. Sunset Social Club aims to replicate its model in other legal cannabis markets through a Soho House-style network that includes reciprocal member privileges across cities. Each location will blend regional culture with the core ethos of elevated cannabis hospitality.

A dedicated live events and entertainment space within the venue will support brand takeovers, industry panels, private showcases, and community-driven programming—cementing the club's identity as both a social hub and cultural engine.

A Pioneering Space Fills a Void in LA's Changing Cannabis Hospitality Scene

With earlier on-site cannabis lounges such as Cannabis Cafe closing or evolving into different formats, Sunset Social Club fills a crucial void in the city's cannabis landscape. It provides a legal, luxurious, and private environment for modern cannabis enthusiasts—a demographic that increasingly seeks thoughtful engagement over commoditized retail.

By blending exclusivity with community, design with utility, and cannabis with culture, Sunset Social Club signals the arrival of a new chapter in American cannabis hospitality. The opening event marks a high-profile moment not only for West Hollywood, but for the broader evolution of experiential cannabis venues across the country.

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