



For Immediate Release

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## FIVE LUXURIOUS BEVERLY HILLS HOTELS JOIN FORCES TO CELEBRATE THE CITY'S 2014 CENTENNIAL IN STYLE

*Beverly Hills Conference & Visitors Bureau Launches Suite 100*

**BEVERLY HILLS, CALIFORNIA** – In an unprecedented mutual effort, five of Beverly Hills' most luxurious hotels have joined together to celebrate the city's 2014 centennial in a unique way. **The Beverly Hills Hotel & Bungalows, Montage Beverly Hills, The Beverly Hilton, L'Ermitage Beverly Hills** and **The Peninsula Beverly Hills** are participating in **Suite 100**, a hospitality promotion created by the Beverly Hills Conference & Visitors Bureau. For Suite 100, each hotel is redecorating one of its suites in an effort to transport guests who stay in the room back to moments in time from the past 100 years and showcase the legendary style of one of the world's most glamorous cities.

"Travelers can go anywhere in the world to experience luxury service and amenities," said Julie Wagner, Executive Director of the Beverly Hills Conference & Visitors Bureau. "But thanks to Suite 100 and the commitment of five of our most luxurious hotels, only in Beverly Hills in 2014 can they travel back in time to experience the luxury of an earlier era."

Suite 100 Project Director Susan Manrao, of Susan Manrao Design, is working with the interior designers of the five hotels to guide the program's overall vision. The hotels are creating Suite 100s that capture specific moments in time:

### **Montage Beverly Hills: "Film Noir"**

The Suite 100 created by interior designer Nina Petronzio captures the sultry sophistication and mystique of Film Noir that was epitomized in the 1940s by jaded detectives, femme fatales and smoky jazz clubs. Petronzio designed bespoke art-deco inspired furniture featuring lyre and geometric shapes, gold and silver leaf and mirrored finishes. Accessories include a collection of Lalique crystal and art works from the period, as well as fun touches such as a vintage phonograph, vinyl records and a vintage typewriter. Guests who stay in the suite can use the "Press for Champagne" button. A 1940s Indian Motorcycle on the front drive will capture the eyes of pedestrians as well as guests. The Suite 100 is priced at \$1,914 per night.

### **The Beverly Hills Hotel & Bungalows: “The Golden Age Inspired by Marilyn Monroe”**

Tihany Design drew inspiration for The Beverly Hills Hotel’s Suite 100 from the understated-elegance style of Paul Williams, the celebrated architect who designed the hotel’s Polo Lounge, signage and iconic pink-and-green color scheme, and the glamorous lifestyle of Marilyn Monroe, a frequent hotel guest. Gracefully curved furnishings in rich hues of green and blue complement the existing architectural details of the suite’s curved ceilings and walls. Quintessentially Californian, the design features black lacquer finishes, tropical prints, shag carpets and a bar made of rich sycamore wood that speaks to the era’s modernist influence. A display case showcases original artifacts from Marilyn Monroe’s estate, a library of her most popular books and films and song selections from the 1950s. The Suite 100 is priced at \$3,795. For an additional \$1,914, guests can enjoy the “Norma Jean Experience,” which includes a selection of Marilyn Monroe themed gifts; a bottle of Chanel No. 5; roundtrip airport transfers in a vintage car; a bottle of Dom Perignon; Marilyn’s Menu for Two featuring her favorite room-service dishes; two 90-minute Diamond Perfection body treatments in the hotel’s La Prairie Spa; breakfast for two; “The Beverly Hills Hotel and Bungalows – The First 100 Years” Anniversary Book; and a commemorative Marilyn Monroe Coffee Table Book.

### **The Beverly Hilton: “Stylish, Sophisticated Sixties: A Re-Imagined Revolution”**

Inspired by the sophisticated yet rebellious attitude of the 1960s, when The Beverly Hilton epitomized the era’s glamour, this Suite 100 will embody the elegance of actress Audrey Hepburn and the free spirit of her character in “Breakfast at Tiffany’s,” the sophistication of Tipi Hedren, star of Alfred Hitchcock’s “The Birds;” the interior design bravado of David Hicks, who was noted for using bold colors, and mixing antique and modern furnishings for his star-studded clientele; and the musical innovation of Brazilian singer-songwriter Gilberto Gil. Tom Ford Design will showcase furnishings that evoke the revolutionary times of the 1960s along with the panache of the then-popular Hollywood-Regency style.

### **L’Ermitage Beverly Hills: “The Era of Studio 54 - Fashion & Art Collide”**

It is the mid-1970s. America fashion and disco reign the scene. Imagine Bianca Jagger breezing through the red-velvet rope at Studio 54. Flashbulbs are popping and bass is thumping. Legendary designer Ken Fulk will create Suite 100: an homage to Andy Warhol’s Factory and to leading American fashion designers as they took on the global runway. High-gloss lacquer, mirror finishes, orchids and vintage fashions in the closet will balance delicately against the use of Ultrasuede throughout the expansive suite. Other elements that evoke the decade will include a powder room papered in *Interview Magazine* covers, a “Do Not Disturb” sign that plays on Warhol’s celebrated silk-screen portraits, and an interactive iPad photo booth mimicking the allure of the paparazzi adjacent to the room’s elevated catwalk. Rates start at \$1,914.

### **The Peninsula Beverly Hills: “The Birth of Modern Luxury”**

Design firm Forchielli Glynn created a Suite 100 that embodies modern Hollywood glamour at The Peninsula, which opened in 1991. Their inspiration is the style and excitement of Awards Seasons – the Golden Globes, Grammys, Oscars – when The Peninsula plays host to Hollywood VIPs and celebrities.

The suite's living room walls are clad in photographic murals of a red carpet Hollywood gala event. Sumptuous sofas create the perfect setting for sipping Champagne. The bedroom features mirrored walls accented with silvery finishes, ideal for couples getting dressed in their finest for a night on the town. The one-night Suite 100 package includes a private pool cabana for the day, with lunch for two; a Scrub & Spray Tan treatment for two at The Peninsula Spa; transportation within Beverly Hills and Century City in a luxury vehicle and more. For an additional \$1,914, guests can enjoy the "Red Carpet Glamour" experience, a Hollywood style photo shoot on The Peninsula's red carpet.

For more information about all Suite 100s, go to [www.lovebeverlyhills.com/suite100](http://www.lovebeverlyhills.com/suite100)

**Media Contact:**

**Karissa Fowler**

**Beverly Hills Conference & Visitors Bureau**

**310.248.1015 x 204**

**[Fowler@LoveBeverlyHills.com](mailto:Fowler@LoveBeverlyHills.com)**