



SWEET 100

Fashionable Beverly Hills Celebrates its Centennial in Style

BY CINDI R. MACIOLEK

Our luxury sister-city to the west, Beverly Hills, California, turns a grand 100 this year, and she's still looking good.

Birthing from the needs of celebrities for a city of their own, and positioned halfway between Hollywood and the sea, Beverly Hills thrives as a shopping mecca. Although Las Vegas has access to amazing luxury goods, Beverly Hills is still a unique shopping experience.

The city has over 500 prestigious boutiques, many of which are US or West Coast exclusives, including Anat B, A.sweet, BHLDN, Boulmiche, Celine, Charlotte Olympia, Etro, Flaunt Boutique, Gearys, Gratus, Jill Roberts, Kyle by Arlene Too, Lana Marks, Malo, Maxine, Perrin Paris, Rabeanco, Stefano Ricci, XIV Karats, The Dina Collection and Winnie Couture.

"Rodeo Drive is the most expensive real estate in the world and it offers the collections of every shopper's dream," said Clinton Rodgers, director of quality and guest experience at The Beverly Hilton. "Las Vegas shopping was inspired by the trends and accessibility of our city. By shopping here, you're going home to where it all started."

The Beverly Hilton is one of five glamorous hotels participating in a special Suite 100 yearlong promotion starting in March 2014 and offering packages beginning at \$1914 per night, www.lovebeverlyhills.com/suite100.

Each of the five hotels will reflect a

different era in suite design, furnishings and special touches to commemorate the city's centennial. Montage Beverly Hills embraces the *Film Noir* of the 1940s; The Beverly Hills Hotel and Bungalows celebrates the *Golden Age of the 1950s* as inspired by Marilyn Monroe; The Beverly Hilton interprets a *Reimagined Revolution* of the 1960s; L'Ermitage Beverly Hills revels in the *Era of Studio 54: Where Fashion and Art Collide* in the 1970s; and The Peninsula Beverly Hills embodies the *Birth of Modern Luxury* from the 1990s and beyond.

"For our Suite 100, we wanted to make sure we incorporated the sophistication of the property along with the era of the 1960s. We looked at how two style icons of the era, Audrey Hepburn and Tippi Hedren, presented themselves and created an elegant suite with pops of color, representing their sophistication with a hint of rebellion. The suite will also boast Barbies from the 1960s, along with DVD access to the Golden Globe award-winning films of the period," said Rodgers of The Beverly Hilton. "As part of the package, guests can enjoy an in-store vintage clothing experience where they can view and even try on selections authentic of the times.

"In addition, we have relationships with major retailers so we can put together any type of shopping experience the client requires," said Rodgers. "We also have the power to open or close a store for private shopping sessions, and each of our retailers can provide

custom fittings and alterations on site."

Over at Montage Beverly Hills, in-house stylist Joseph Katz is at the ready to deliver the shopping adventure of your dreams. "One of our new offerings is called the Dream Closet, where the client designates a \$10,000, \$50,000 or \$100,000 price point, and we build a wardrobe for that dollar amount. The client selects a fashion icon of their dreams and the closet will emulate that style and aesthetic.

"Our Suite 100 promotion focuses on film noir, so clients can select a style icon from that era like Rita Hayworth, Joan Crawford or Barbara Stanwyck and we can either pull vintage clothing or vintage-inspired looks for their dream closet. Or, we can do any other era of the client's preference."

The Montage's central location means it's just "steps away from Rodeo Drive which offers all the glam of the big screen," said Hermann Elger, general manager. "For our suite, we wanted guests to be transported to a truly timeless but elegant era. Nina Petronzio of Plush Home has captured the sultry sophistication of film noir that was epitomized in the 1940s by celebrities such as Humphrey Bogart and Lauren Bacall. The design of our Film Noir Suite is inspired by black and white films like "Casablanca" that included mysterious detectives, femme fatales in elegant gowns, and perfectly pulled together art-deco inspired furnishings.

"Everyone is starring in their own movie in Beverly Hills." □