

L'Ermitage

BEVERLY HILLS



L'ERMITAGE BEVERLY HILLS DEBUTS A NEW LOOK, NEW FEEL, AND NEW ERA OF ELEGANCE

Viceroy Hotel Group Announces Major Renovation of a Beverly Hills Icon

Los Angeles, CA (July 21, 2015) - Viceroy Hotel Group today announced that L'Ermitage Beverly Hills, the city's icon of sophistication and ultimate celebrity haven, is on the verge of ushering in a new era of modern luxury. Through a full renovation crafted by luxury design firm Smith/Firestone Associates (SFA Design), the iconic all-suite five-star, five-diamond property located at 9291 Burton Way will unveil a stunning full spectrum of 117 new suites, public areas and restaurant to be completed later this year.

Guests staying in L'Ermitage's spacious suites (which start at 650 sq. feet) will find a sophisticated residential hideaway draped in tranquil hues, subtly accented with bold provocative color. Lavish Venetian cut-glass mirrors reflect caramel-colored walls, shimmering with gold and gray sparkle, leading guests to a celebrity-ready dressing room, complete with a walk-in closet and a selection of mirrors featuring indoor/outdoor lighting settings. In the bedroom, floor-to-ceiling suede and velvet headboards, white onyx and gray marble, eclectic art and inspiring technology align to create a perfect reimagining of this Beverly Hills retreat.

"Our intent was to create a series of unique settings that celebrate the individuality and personalities of L'Ermitage guests," said Kara Smith, Principal at SFA. "Suite designs were infused with a modern interpretation of the blend of indulgence and sanctuary for which the hotel is famed. The fusion of colors, textures, and curated artwork deliver that perfect realization of the hotel you always wanted to stay in, the home you always wanted to live in, and the space you love to entertain in."

"It's time for L'Ermitage to reveal a completely new perspective on Beverly Hills luxury," says General Manager, Sal Abaunza. "We are so proud to offer the newest luxury suite experience in this iconic destination."

Plans for an innovative and chic restaurant concept in the hotel lobby will be announced in the upcoming months.

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About Viceroy Hotel Group

Viceroy Hotel Group delivers one-of-a-kind lifestyle experiences that bring together provocative design and intuitive service in sought-after locations. Signature brand amenities and services created for the diverse business and leisure guests include dynamic dining venues featuring world-class culinary talents and destination spas specializing in health, fitness and beauty. Current properties include hotels and resorts in Abu Dhabi, Anguilla, Beverly Hills, Maldives, Miami, New York, Riviera Maya, San Francisco, Santa Monica, Snowmass, St. Lucia and Zihuatanejo with forthcoming openings in Algarve, Cartagena, Bodrum, Chicago and Dubai. For more information, visit www.ViceroyHotelGroup.com.

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