

# THE PENINSULA

BEVERLY HILLS

May 8, 2012

## THE PENINSULA BEVERLY HILLS INTRODUCES ‘ROMANCING THE STONE’

*New Peninsula Academy experience showcases the artistry of internationally renowned couture jewelry designer Henri J. Sillam*

In Beverly Hills, a mecca for shoppers seeking the world’s most glamorous fine jewelry, [The Peninsula Beverly Hills](#) is at the epicenter with the only Henri J. Sillam boutique in the United States. Internationally renowned for one-of-a-kind and limited-edition rings, necklaces, bracelets and earrings worn by celebrities and royalty, the Vienna-based Henri J. Sillam brand dates back to 1835. The Peninsula Academy’s new [Romancing the Stone](#) experience turns shopping for fine jewelry into a special event: hotel guests are invited to explore the Sillam collection with Mr. Sam Cole, co-owner of all US Operations, and enjoy special pricing on signature creations and custom-designed pieces.

The **Romancing the Stone** experience begins with a private consultation with Mr. Cole, who was trained by Henri J. Sillam in Vienna. Mr. Cole will guide the guests through the fine points of precious jewelry design, showing them one-of-a-kind pieces from the Henri J. Sillam collection that are handcrafted with diamonds, rubies and unusual stones such as lavender jade, green turquoise and multi-colored sapphires, and range in price from \$2,500 to \$250,000. Guests choosing to purchase a piece from the Henri J. Sillam collection will enjoy a 25% price reduction. For Peninsula guests seeking a custom piece – perhaps including a precious stone that is a family heirloom – Mr. Cole will waive the design fee, which customarily ranges from \$10,000 to \$50,000. After their private consultation, the guests will join Mr. Cole in The Living Room for The Peninsula’s elegant “Imperial Afternoon Tea,” which includes a glass of Laurent-Perrier Cuvée Rosé Brut and a selection of pastries.

The price for this exclusive Peninsula Academy **Romancing the Stone** experience is \$495 per couple. Advance reservations are required and subject to availability. For more information,

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please call the Concierge at +1 (310) 551 2888 or email [conciiergepbh@peninsula.com](mailto:conciiergepbh@peninsula.com) or visit [peninsula.com/beverlyhills](http://peninsula.com/beverlyhills). The Peninsula Beverly Hills offers a variety of Peninsula Academy experiences that capture the glamour of the Beverly Hills lifestyle, including:

**The Red Carpet Experience:** Guests can be photographed in a style that captures the glamour of celebrities on the Red Carpet at the Academy Awards. Designed for women, men or couples, the experience begins in the guests' room, where a professional stylist "glamourizes" their hair and makeup. Dressed in evening attire, they are photographed against The Peninsula Beverly Hills' step-and-repeat banner, a backdrop like those used at Hollywood movie premieres and awards events, by award-winning Hollywood photographer Ryan Forbes. A week later the guests receive a selection of proofs from which to select the perfect portrait. Prices start at \$950.

**Hollywood Piano Legends Master Class:** Guests enjoy a private 90-minute piano lesson with The Peninsula Beverly Hills' Resident Pianist Antonio Castillo de la Gala, who entertains in The Living Room Thursday through Saturday evenings with selections ranging from classical works and Broadway favorites to popular songs. Following the piano lesson, guests enjoy lunch with Castillo de la Gala in the hotel's elegant Belvedere restaurant, where he shares not only his knowledge of music, but also his personal reminiscences of performing for Hollywood celebrities during the past 30 years. A CD by Castillo de la Gala is included. Price: \$338.

**Backstage at the Paley Center:** Guests are whisked by the hotel's Rolls-Royce Ghost to the **Paley Center for Media**, the world-renowned museum in Beverly Hills that showcases a collection of nearly 150,000 US and international television, radio and new media programs from the past 80-plus years. An expert Paley staff member will guide the guests on a customized private tour of the dramatic Richard Meier-designed building, sharing colorful insider stories while recounting the history of television and radio. Lunch in The Belvedere, the hotel's AAA Five Diamond restaurant, or Afternoon Tea in The Living Room, along with a gift from the Paley Center, are included in the \$185 price per person.

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### About The Peninsula Beverly Hills

The only AAA Five Diamond and Forbes Five Star rated hotel in Southern California for 19 consecutive years, The Peninsula Beverly Hills offers 193 newly renovated guest rooms, including 36 suites and 16 private villas, nestled among lush tropical gardens in the heart of Beverly Hills. Home to the sumptuous Belvedere, the only AAA Five Diamond rated restaurant in Los Angeles for 17 consecutive years, The Peninsula Beverly Hills also features The Living Room, where the legendary Peninsula Afternoon Tea is served daily, The Peninsula Spa and The Roof Garden, a refined resort oasis featuring a swimming pool,

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private cabanas, and outdoor cocktails and dining. The Peninsula Beverly Hills is located at the intersection of Wilshire and South Santa Monica Boulevards, within easy walking distance of Century City and Beverly Hills' legendary Rodeo Drive. For more information, please visit [peninsula.com/beverlyhills](http://peninsula.com/beverlyhills).

### **About The Hongkong and Shanghai Hotels, Limited (HSH)**

Incorporated in 1866 and listed on The Stock Exchange of Hong Kong (00045), HSH is the holding company of a Group which is engaged in the ownership, development and management of prestigious hotel, commercial and residential properties in key locations in Asia, the United States and Europe, as well as the provision of transport, club management and other services. The hotel portfolio of the Group comprises The Peninsula Hotels in Hong Kong, Shanghai, Beijing, New York, Chicago, Beverly Hills, Tokyo, Bangkok, Manila and Paris (opening in 2013). The property portfolio of the Group includes The Repulse Bay Complex, The Peak Tower and The Peak Tramways, St. John's Building, The Landmark in Ho Chi Minh City, Vietnam and the Thai Country Club in Bangkok, Thailand.

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