



FOR IMMEDIATE RELEASE

**SBE TO LAUNCH SLS HOTELS  
WITH FIRST PROPERTY OPENING IN FALL 2008,  
*SLS HOTEL AT BEVERLY HILLS,*  
MEMBER OF THE LUXURY COLLECTION**

*Offering a New Paradigm in Luxury Hospitality, SLS Hotel at Beverly Hills Will Feature Distinctive International Partners Including Philippe Starck, Culinary Innovator José Andrés and Design Vanguard, Moss*

SBE will debut its much-anticipated Philippe Starck-designed **SLS Hotels** brand in the Fall of 2008 with the opening of the first SLS property, SLS Hotel at Beverly Hills, a Luxury Collection hotel. Introducing dynamic new concepts for dining and guest services, SLS will provide an evolved luxury hospitality experience for today's evolved traveler. Having teamed with some of the world's most talented minds and companies in design, cuisine, wellness and service, SBE has created in SLS a spectacular and sophisticated hotel brand.

With designs by **Philippe Starck**, a culinary program crafted by Spanish chef **José Andrés**, custom-curated retail by **Moss**, **Pascal Humbert** designed uniforms, and management by **Starwood Hotels & Resorts Worldwide, Inc.**, the collaborators behind SLS Hotel at Beverly Hills are rich on talent, ingenuity and vision.

Design mastermind **Philippe Starck** has created the look and feel of SLS under a 15-year design exclusive with SBE for the U.S., Caribbean and Mexico. SLS Hotel at Beverly Hills will be the first truly luxury hotel that Starck has designed in North America, having single-handedly redefined every aspect of the hotel experience in the 1990s and spurred the 'boutique hotel' movement. Featuring a unique dual guest lobby concept where one will cater exclusively to hotel guests, while the other will be a lively, multi-faceted public dining and retail environment called **The Bazaar** by **José Andrés**, Starck's ingenious innovations for SLS promise to surprise, soothe, excite and enchant, while representing an important evolution for the celebrated designer. Exclusively for SLS, Starck has also designed

a collection of high-end furniture which is being manufactured by SLS partner, **Cassina Contract**, and will be available for sale only through the hotel.

The SLS experience will be further enhanced by SBE's exclusive collaboration with renowned culinary innovator **José Andrés**, who will oversee all food and beverage concepts for SLS properties. In the gifted hands of chef Andrés, SLS guests will enjoy revolutionary culinary experiences in the hotels' restaurants, lobbies and bars, as well as in-room dining, banquets and meetings. A particular signature of SLS, The Bazaar by José Andrés will be "hotel lobby reinvented as *fête extraordinaire*" with a heady array of pioneering culinary and lounge concepts created by Andrés – everything from tapas to a Patisserie to cutting-edge cocktails to roving carts of edible delights.

Andrés is internationally recognized for bringing both tradition and avant-garde Spanish fare to America, earning him the title of Spain's unofficial ambassador to the U.S. and influencing the way Americans eat today. While SLS will be his first foray to the West Coast, Andrés and his THINKfoodGROUP team have created some of Washington, D.C.'s most renowned restaurants, including *Jaleo*, *Oyamel*, *Zaytinya*, *Café Atlantico* and his critically-acclaimed *minibar by josé andrés*.

The Bazaar will also feature a revolutionary and innovative "shop without walls" retail concept with **Moss**, a renowned New York City-based design purveyor and trailblazer. SLS guests will be immediately engaged in the "windowless" shopping experience flowing through The Bazaar, where an exciting array of unique and distinctive products reminiscent of items found in the grand hotels of Europe from the 18<sup>th</sup> and 19<sup>th</sup> century will be displayed in a series of free-standing glass vitrines. Additionally, SBE has secured a partnership with French fashion designer **Pascal Humbert** to create a distinctive uniform collection for SLS hotel associates. The SLS uniforms consist of 80 separate styles in neutral tones, with modernistic details and characteristics that establish and define each position within the hotel.

The 297-room SLS at Beverly Hills will be operated under a management agreement with **Starwood Hotels & Resorts Worldwide, Inc.**, as part of **The Luxury Collection Hotels & Resorts**, a glittering ensemble of more than 65 of the world's finest hotels and resorts in more than 26 countries around the world.

We define The Luxury Collection by our guests and the experiences and services they demand and expect. Nothing less than an exceptional level of service, perfect location and indigenous personal offerings will do," said Phil McAveety, Executive Vice President and Chief Brand Officer, Starwood Hotels & Resorts. "We are thrilled to be working with SBE and Mr. Starck as they create the perfect setting for the newest jewel in The Luxury Collection's crown"

The property will include seven "Lifestyle Suites" customized by leading Italian fitness training equipment manufacturer, **Technogym**. These specially-designed suites will showcase Technogym's new Kinesis Personal

equipment – the first time ever this cutting-edge system has been available in a hotel. Specialized Kinesis trainers will be available on call to hotel guests looking to enhance their in-room exercise program. Technogym’s innovative high-end design, progressive technology and dedicated focus on human well-being create an ideal pairing with SLS’ commitment to absolute innovation , and their products will also be incorporated into the hotel’s fitness center.

Collaborating with Starck on the design and creation of SLS is SBE Chief Creative Officer Theresa Fatino, who directs all aspects of SBE’s environmental, interior and graphic design, and orchestrates such vital brand touchstones as operating supplies, staff attire, ambient music, and retailing. Before joining SBE, Fatino was a senior executive with W Hotels where she played a key role in numerous facets of the brand.

SLS Hotel at Beverly Hills joins SBE’s expanding roster of hotels which includes Miami’s **Ritz Plaza** which the company is currently redeveloping for opening in late 2009, and Las Vegas’ famed **Sahara Hotel & Casino**, which will undergo a complete reinvention for completion in 2011.

SBE’s launch of SLS Hotels, combined with its already successful development and operation of some of the country’s hottest restaurants and nightclubs, represents an incredible synergy that no other company can match. SBE’s **Katsuya, Foxtail, Hyde Lounge, S Bar, Area, and The Abbey** have all become wildly popular destinations for Los Angeles’ A+ list, and additional U.S. locations for these brands are already in the works, including outposts at future SLS properties. SBE’s clientele will thus be able to enjoy not only incredible hotels but also fantastic restaurants and nightclubs, and receive VIP treatment and preferential access at each establishment. Sophisticated customer tracking systems will register guest preferences and ensure an incredibly personalized experience wherever they go.

For more information on SLS Hotels, visit [www.slshotels.com](http://www.slshotels.com). For more information on The Luxury Collection, please visit [www.luxurycollection.com](http://www.luxurycollection.com)

#### **MEDIA CONTACTS:**

##### For SLS:

Jennifer Styles / Jackie Letschert  
Harrison & Shriftman  
310-655-1800 / 917-351-8628  
jstyles@hs-pr.com / jletschert@hs-pr.com

##### For Starwood:

Dianne Dillingham  
The Luxury Collection  
212-380-4078  
dianne.dillingham@starwoodhotels.com



#### **ABOUT SBE**

Founded in 2002, the Los Angeles-based SBE brings exquisite balance to the worlds of hospitality, real estate development and independent film production. As a privately held company founded and helmed by CEO Sam Nazarian, SBE acquires, develops and manages exceptional projects through its divisions – Hotels, Restaurant and Nightlife, Real Estate, Bolthouse Productions and Element Films. With a mission to redefine standards of excellence and innovation, SBE has harnessed the creativity and innovation of the best minds in the business, including design visionary Philippe Starck, with whom the company has an exclusive agreement for the creation of hotels, restaurants and lounges in the U.S., Canada, Caribbean and Mexico. SBE’s Restaurant and Nightlife division constantly stays ahead of the curve, creating and expanding trend-setting restaurant and nightlife concepts, which currently include Katsuya, Foxtail, The Abbey, Hyde Lounge, S Bar and Area. As the cornerstone of

its synergistic approach, SBE has also completely rethought and re-imagined the luxury hotel experience. SBE will debut its first luxury hotel brand, SLS Hotels, with the Fall 2008 opening of SLS Hotel at Beverly Hills featuring a Starck design and an innovative culinary program by chef José Andrés. Also in the SBE Hotel collection are Miami's Ritz Plaza hotel, to debut in late 2009, and Las Vegas' Sahara Hotel & Casino, which will undergo a complete redevelopment for completion in early 2011.

#### **ABOUT PHILIPPE STARCK**

Philippe Starck is widely recognized as the world's leading designer of luxury restaurant, hotel and real estate properties and has established a global "cultural tribe" of devotees. Born in Paris, M. Starck has always sought to introduce love and happiness into our lives by designing objects and settings which illuminate one's passage throughout the day. M. Starck developed his eclectic style at a young age and since as early as 1979, he has introduced fun and stylish designs into everyday products. While many of Starck's masterful creations are exhibited at the world's most prestigious museums, his primary goal has invariably been democratic design - to create smart and useful products that are also beautiful and cutting-edge. M. Starck's hotels and restaurants punctuate a new imagery of the world: the Delano in Miami, Felix restaurant at The Peninsula Hotel in Hong Kong, the Hudson in New York -- and more recently the Faena hotel in Buenos Aires, Bon restaurant in Moscow, and Volar nightclub in Shanghai - have changed the hospitality experience forever. In 2005, he signed an exclusive agreement for North America with SBE Entertainment Group for the design of its restaurants and lounges, which expanded to SBE's hotels in 2006. His first SBE projects, Katsuya restaurants in Brentwood and Hollywood, opened in 2006 and 2007, and in summer 2008, his designs will shape an entirely new paradigm of luxury hotels with SLS at Beverly Hills, the first in the new SLS Hotels brand created by SBE. M. Starck has received numerous accolades throughout his career such as Grand Prix for Design, the Oscar of the design world; Chevalier de l'Ordre National de la Légion d'Honneur; Compasso d' Oro and many others. Additional information on Philippe Starck can be found at [www.philippe-starck.com](http://www.philippe-starck.com).

#### **ABOUT JOSÉ ANDRÉS**

Widely credited with bringing the small plates (tapas) concept to the United States, José Andrés is a native of Spain who descended upon the Washington, D.C. culinary landscape in 1993 at Jaleo. Andrés went on to neighboring *Café Atlantico* and *Zaytinya* before launching his namesake six-seat "restaurant within a restaurant," *minibar by José Andrés*, at *Café Atlantico* in 2003. Since then, he has opened a third *Jaleo* and *Oyamel*, and launched THINKfoodTANK, an institution devoted to the research and development of ideas about food. Andrés has received numerous accolades for his work, including *Bon Appetit's* Chef of the Year award in 2004, *Food & Wine's* "35 Under 35" tastemakers list and *Saveur's* 2004 "Saveur 100" list. In 2003, Andrés won the James Beard Foundation's "Best Chef, Mid-Atlantic Region" award and in 2005, released his first cookbook, *Tapas: A Taste of Spain in America*, as well as his popular international cooking show "Vamos a Cocinar," on Television Española. Andrés will bring Spain to the American public television audience in early 2008 with *Made in Spain*, a 26-episode cooking series showcasing the best of Spanish food, wine, culture and travel. In 2007, he was inducted into "Who's Who of Food & Beverage in America," by the James Beard Foundation.

#### **ABOUT THE LUXURY COLLECTION HOTELS & RESORTS**

The Luxury Collection® Hotels & Resorts is a selection of hotels and resorts offering unique, authentic experiences that evoke lasting, treasured memories. For the global explorer, The Luxury Collection offers a gateway to the world's most exciting and desirable destinations. Each hotel and resort is a unique and cherished expression of its location; a portal to the destination's indigenous charms and treasures. Magnificent décor, spectacular settings, impeccable service and the latest modern conveniences combine to provide a uniquely enriching experience. Today, The Luxury Collection is a glittering ensemble of more than 69 of the world's finest hotels and resorts in more than 26 countries in bustling cities and spectacular destinations around the world. The Luxury Collection includes award-winning hotels that continuously exceed guest expectations by offering unparalleled service, style and class in some of the most desired destinations in the world. In Most recently, Mystique, a Luxury Collection Resort, was honored with the 2008 Travel + Leisure Design Award for Best Small Resort in the world. All of these hotels, many of them centuries old, are internationally recognized as being among the world's finest. For more information, please visit [www.luxurycollection.com](http://www.luxurycollection.com).