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## WORLD-RENOWNED DESIGN PURVEYOR, MOSS, TO DEBUT AT SBE HOTEL GROUP'S UPCOMING SLS AT BEVERLY HILLS

### *New Retail Concept Integrates Seamlessly into the Hotel Experience*

(LOS ANGELES, CA – December 7, 2007) – **SBE Hotel Group (SBEHG)**, a division of SBE Entertainment Group (SBE), today announced that renowned retailer and design vanguard **Moss** will premiere an exciting and unprecedented retail concept, in collaboration with noted designer Philippe Starck at the **SLS at Beverly Hills** hotel. Scheduled to open in Summer 2008, SLS at Beverly Hills will be the first property in the luxury SLS Hotels brand and will be managed by Starwood Hotels & Resorts Worldwide, Inc., as part of The Luxury Collection.

The engaging “shop without walls” concept will flow throughout the hotel’s public lobby, to be called The Bazaar, a dynamic marketplace which will combine a plethora of extraordinary options for dining, cocktails and lounging -- all in one sweeping, Starck-designed environment. Items will be displayed in a series of free-standing cases placed throughout the lobby, each customized to showcase a particular selection of the vast array

of objects Moss has amassed. Completely integrated into The Bazaar's dining, lounge and bar areas, Moss' "floating emporium" will allow for boundary-free flow between dining, lounging and shopping -- offering SLS guests a truly unique retail experience.

The concept was developed by Moss founders Murray Moss and Franklin Getchell along with Starck and SBE Chief Creative Officer Theresa Fatino. It has its roots in the lobby vitrines of last-century Europe's Grand Hotels, World's Fair displays of the 19<sup>th</sup> century, 18<sup>th</sup> century noble *cabinets de curiosités*, and even the traveling puppet theatres of rural England. Specialized, highly conceptual vitrines within a popular space, offering a range of extraordinary products, represents an extension into new territory for Moss, which has been described by The New York Times as "the best design store in America."

"The collaboration between SBE, Moss and Starck is a true three-way meeting of the minds," commented SBE's Fatino. "Murray and Franklin are creating a unique retail concept which compliments Philippe's design vision as well as responds to the specific branding and concept strategy for SLS. Moss at SLS will introduce a shopping experience that no hotel has seen before."

"Murray and I are thrilled to finally work on something big with Starck," added Getchell, Co-owner and President of Moss. "We've been exploring possibilities for years and, when SBE brought this to us, we knew it was the perfect project. It brings together the best of what we each do, to create an entirely new something else. 'Liquid retail,' as we are imagining it, can only work with an extreme integration of design and concept."

Scheduled to open in summer 2008, SLS at Beverly Hills will offer an entirely new paradigm for the luxury hotel experience and teams some of the most creative talents in the world today including designer Starck, culinary innovator José Andrés, and the hospitality industry expertise of SBE. The property joins SBEHG's expanding roster of hotels which includes Miami's **Ritz Plaza**, which is currently being redeveloped for reopening in early 2009, and Las Vegas' famed **Sahara Hotel & Casino**, which SBE acquired in August 2007 in partnership with Stockbridge Real Estate Funds. For more information on SLS Hotels and SBE Hotel Group, visit [www.sbe.com](http://www.sbe.com).



**ABOUT SBE HOTEL GROUP**

SBE Hotel Group (SBEHG) continues to develop and expand its diverse hotel portfolio by creating strategic partnerships with the world's top design talents and the most reputable and quality-oriented development and management firms in the United States. In April 2006, SBEHG signed a 15-year exclusive agreement with renowned designer, Philippe Starck, for the creation of a new luxury hotel brand, SLS, to debut in Summer 2008. The first property in the SLS brand will debut in what was formerly Los Angeles' *Le Meridien at Beverly Hills*, which SBE acquired in November 2005. Also in the SBEHG collection is the Ritz Plaza hotel in Miami's South Beach, which will reopen in early 2009 featuring Starck's long-awaited return to South Beach. In August 2007, SBE finalized its acquisition of Las Vegas' famed Sahara Hotel & Casino with partner Stockbridge Real Estate Funds and the property is currently under plans for redevelopment. Additionally, SBE and CEO Sam Nazarian have investments in several other hotel properties throughout the U.S. and the Caribbean.

**ABOUT MOSS**

Opened in 1994 as an industrial design store, and quickly evolving to also encompass Studio work, Moss has continuously mounted exhibitions on its SoHo, New York campus which bridge the domains of art and design. Working both with manufactories - ancient and new - as well as directly with international contemporary design studios, Moss has collaborated with such venerable Houses as Porzellan-Manufaktur Nymphenburg, Germany; Sevres, France; J&L Lobmeyr and Swarovski, Austria; and Venini, Italy, as well as with the Studios of Fernando and Humberto Campana, Brazil; Tord Boontje, France; Maharam, USA; Hella Jongerius, Maarten Baas, and Claudy Jongstra, the Netherlands; and most recently, Studio Job, Belgium. In 2006, Moss opened Centovini, an Italian restaurant. In 2007, Moss opened its first gallery outside of New York, on Melrose Avenue in Los Angeles. In addition, Moss exhibits in Design Miami during Art Basel each December.