

## PRESS RELEASE

### DIORIVIERA POP-UP RETURNS TO THE BEVERLY HILLS HOTEL THIS SUMMER AND DEBUTS DIOR SPA RESIDENCY



**Beverly Hills, May 29, 2024** – Following last year’s illustrious inaugural summer, Dior returns to the legendary ‘Pink Palace’ taking over The Beverly Hills Hotel’s most sought-after spaces which have welcomed generations of guests and Hollywood royalty. In a stunning visual; cabanas, pool chairs, spa treatment rooms and more feature the Maison’s new *toile de Jouy Soleil* print. New this year, a Dior Spa Residency offers guests an exclusive wellbeing experience, just steps from the hotel’s beloved pool and pop-up boutique.

“We are thrilled to partner with Dior again to create an alluring experience that is as stylish as it is sensory,” says John Scanlon, General Manager of The Beverly Hills Hotel, a Dorchester Collection hotel. “The timeless appeal of our legendary pool provides the perfect backdrop to celebrate summertime with a splash of sophistication and whimsy, while bespoke spa services capture the radiance of the restorative summer season,” he adds.

Overlooking the iconic pool, a Dior pop-up boutique is enveloped in a *toile de Jouy* display of sun, trees, and lions made from shells. Inside, the boutique is elevated to feel like a beachside resort home. Drawing inspiration from the Mediterranean and allure of pristine beaches, Dior has reimagined the interior as a relaxing coastal oasis. Raffia wallpaper, bamboo décor, and furniture including sofas, armchairs, and coffee tables invite guests to relax and enjoy the experience.

Steps away from the boutique, the poolside is transformed with the new *toile de Jouy Soleil print*, which is unveiled on loungers, sunshades, and drapery in bright coral pink. Between the hotel and pool, guests emerge into the citrus garden, which showcases Maison pieces from the Dioriviera collection. Deck chairs, umbrellas, floor pillows, and cushions adorn the space, creating a sanctuary for guests to relax and soak up the joys of summer.

Dressed in the same coral *toile de Jouy Soleil*, Dior Spa at The Beverly Hills Hotel is the perfect union of highly effective treatments and sensorial experiences encompassing the hotel's spa reception and retail areas, relaxation lounge, and three treatment rooms. To complete this experience, a selection from Dior's fragrance, makeup, and skincare collections is available for purchase within the spa's boutique, including L'Or de Vie, Dior Prestige, and La Collection Privée Christian Dior. In this exquisite setting, Dior offers guests a [premier treatment program](#) featuring six specially curated signature treatments for the face and body, each designed to help the skin and senses blossom at the height of summer. Beauty-enhancing services available for the face include *The California Glow by Dior*, *L'Or de Vie Miracle*, *Kobi-Dior*, and *D-Calm*; while *Constellation* and *D-Tissue* offer relaxation for the body.

The continually reinvented Dioriviera capsule collection designed by Maria Grazia Chiuri is an invitation to escape and enjoy the summer holidays, and reflective of the hotel's glamorous see-and-be-seen setting. The iconic *toile de Jouy* print has been reinvented in two unique versions, the *toile de Jouy Sauvage* and *toile de Jouy Soleil*, highlighting sketches of nature and a constellation of suns. Shades of navy, aquamarine, powder pink and lemon illuminate styles in this collection - a special palette curated for Fall 2024. The duo of prints are revealed throughout a range of beachwear and accessories, such as ponchos, towels, and silk scarves. The motifs are also incorporated throughout iconic handbags like the Lady D-Lite, Dior Book Tote, Lady D-Joy, and more. Mediterranean influence is embedded in the Dioriviera allure and reflected through the brand's signature Dway mules, Dior Sun leather sandals, and straw hats.

To pair with the vibrant wardrobe, Dior Maison essentials are also recreated with the summertime in mind. Timeless designs such as a tableware set and linens, glassware, as well as embroidered cushions, vases, notebooks, and a set of two mini candles enhance any tablescape for summer soirees. A yoga mat and blocks, beach games, and furniture make the perfect accompaniment for outdoor activities.

Hotel guests lounging near the pool can choose between a private elegantly styled cabana or coveted front row lounge chair and umbrella, all while sampling hourly refreshments during the weekends. The pop-up boutique

will be open Monday through Friday from 9am to 5pm, Saturday and Sunday from 9am-6pm and is open to hotel guests and non-hotel guests alike.

Experience [Dior at The Beverly Hills Hotel](#) now through September 2, 2024.

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## NOTES TO EDITORS

For further information, please visit our [PHOTO LIBRARY](#) and [MEDIA CENTRE](#) or contact:

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