

IN-STORE

## Four Seasons Denver plays up Bond romances for Valentine's Day

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*Four Seasons Denver promotional image*

By STAFF REPORTS

Four Seasons Denver is tapping into James Bond's popularity for its Valentine's Day promotions, because, well, "you live only twice."

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From sharp suits to fast cars and equally flashy watches, the British spy, who has been raking in cash at the box-office for more than 50 years, has become something of a style icon for young males across the globe ([see story](#)). Proving to be an inexhaustible branding partner, Four Seasons is inviting "smitten sweethearts" to Denver to partake in 007-themed packages with elements that include spa treatments and exclusive specialty cocktails.

A weekend fit for 007

The first option for consumers to select for Valentine's Day is Four Seasons' Spectre package. Priced at a fitting \$7,007 for a two-night stay, guests will be treated to a four-course dinner for two at EDGE and a stay in the hotel's one-bedroom suite.

Also included is a couple's suite treatment at The Spa, Tom Ford sunglasses, as seen in the movie ([see story](#)), and Tom Ford Italian Cypress fragrance, provided by Neiman Marcus. In-room amenities will include Bollinger James Bond 007 Spectre Limited-Edition 2009 Champagne, a DVD of "Spectre" and a "sensational Spectre" floral display curated by The Perfect Petal.

With Valentine's Day falling on a three-day weekend this year, guests will have added reason to book a couple's retreat.

Additionally, for \$5,000 Four Seasons is offering Spectre After Hours, a spa package that gives guests private access to the facility after closing. Guests will enjoy a Signature High-Altitude Revitalizing Gemstone Ormus Ritual for two, with take-home gems used in the treatment including opal, jade and tiger's eye, as well as a rose petal pathway to the treatment room and a bottle of Dom Prignon.



*Four Seasons Denver promotional image*

For guests without a Bond-sized budget, Four Season is offering "Diamonds Are Forever," a package starting at \$365 for a night's stay. Guests will be treated to Champagne and strawberries in-room and a diamond bath salt amenity.

Likewise, a discounted spa treatment, called "Becoming a Bond-Girl" will be offered for \$195, instead of the usual \$300, as a Valentine's Day promotion. The facial treatment uses diamond powder to exfoliate to remove dry skin and hydrate.

Four Season's most elaborate James Bond offering for Valentine's Day is being kept under "lock and key," as its asking price is \$22,222. The Diamond Martini will be kept secure until ordered, and includes a real diamond served in a martini. The guest will be allowed to keep the two-carat, cushion-cut diamond, provided to the hotel by Hyde Park Jewelers.

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