

IN-STORE

Peninsula Beverly Hills commemorates 25 years with silver-themed bash

March 11, 2016



The Peninsula Beverly Hills

By STAFF REPORTS

The Peninsula Beverly Hills is celebrating 25 years in business with a series of bespoke offers, allowing guests to partake in the milestone.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

For the occasion, the hotel has unveiled a new Silver Suite and has also created a number of experiences and products inspired by the metal traditionally gifted at a 25th anniversary. Hotels typically involve consumers directly within their anniversary campaigns, recognizing that guests play a large role in determining a property's success.

Shiny celebration

Peninsula Beverly Hills' 1,500-square-foot Silver Suite is decorated in a palette of grays, with large mirrored walls to mimic the tones of the precious metal.



Peninsula Beverly Hills' Silver Suite

In the hotel's bar, consumers will be able to drink to the property's birthday with a themed cocktail, the Silver Mule. This libation includes green chili vodka, lime and ginger beer produced in-house.

On Mondays in August, the birth month of the hotel, the Living Room's Champagne Afternoon Tea will include endless bubbly.

Those who wish to take a piece of the Afternoon Tea home with them can purchase a special commemorative fine China tea set made in Europe. Based on the tableware used during tea service, the hand-painted set features the same floral pattern and silver rims.

This is the first time the property has made its tea set available for purchase. Designer Lissi Kaplan, who has collaborated with the hotel for years, will be making each tea set to order.

Within the property's spa, the 25th day of each month will reveal surprises, such as complimentary services, full-size beauty products and Champagne.

During the milestone year, Peninsula Beverly Hills will also unveil its newly redesigned Belveder Terrace. The outdoor area represents about half of the Belvedere restaurant's space.

"We want to celebrate with the local community and our valued guests, who have supported us over the past 25 years," said Offer Nissenbaum, managing director of the Peninsula Beverly Hills. "And there is absolutely no reason to limit the festivities to just one day."

Other hotels have looked toward traditional wedding anniversary gifts as inspiration for campaigns.

Trump International Hotel and Tower in New York celebrated its 15-year anniversary by offering an extravagant crystal-themed package valued at \$15,000.

Since the 15th year is the "crystal" anniversary, Trump offered a package including crystal jewelry, Champagne and crystal-covered Christian Louboutin shoes. The package was available Jan. 15, 2012 through Jan. 15, 2013 ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.