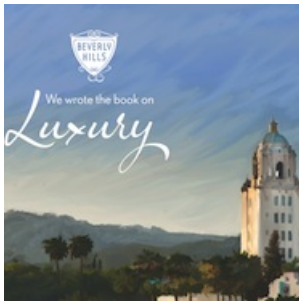


MARKETING

Beverly Hills invites influencers to define luxury, city's high-end appeal

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Promotional image for Beverly Hills, CA

By JEN KING

Beverly Hills, CA is showing how its city is the authority on luxury through a digital campaign spearheaded by local tastemakers.

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Launched by the Beverly Hills Conference & Visitors Bureau and created by Yes Design Group, "The Definition of Luxury" campaign works to show the city's competitive edge among other destinations associated with luxury and an affluent lifestyle. The campaign's mission will be achieved by a combination of social media, video content and a limited-edition coffee table book highlighting the featured influencers and Beverly Hills' beauty.

"Beverly Hills has become the iconic destination it is today because of the incredible designers, creatives, architects, chefs and innovators from our storied past, which spans more than 100 years," said Julie Wagner, CEO of the [Beverly Hills Conference & Visitors Bureau](#), Beverly Hills, CA.

"The tastemakers tapped for this [campaign] represent top talent in the fields that represent the majority of content found in Beverly Hills," she said. "They also have a great connection to the destination, making them experts not only in their area of expertise, but in what defines Beverly Hills and what luxury means today as well as tomorrow as indicated in our Future of Luxury global trends report."

Influencers' shared influences

The Definition of Luxury concentrates on the selected celebrity tastemakers and their personal thoughts on luxury and the lure of Beverly Hills.

In its opening, the BHCVB gives an overview of Beverly Hills, saying that "few cities are so uniquely remarkable that you can't help falling in love with them. Places filled with experiences so exceptional you leave inspired, rejuvenated and wanting more. Though many cities may come to mind, only one stands apart from the rest when it comes to being the authority on luxury. That city is undoubtedly Beverly Hills."

Included in its "The Future of Luxury" report, which offers insights on the behavior of high-net-worth individuals and city-based concentrations of wealth, the BHCVB noted that while ranking twentieth, with only 969 UHNW residents, Beverly Hills has the highest concentration of wealth to scale, when compared to other international cities such as New York, London and Tokyo.

For instance, of California's 92 billionaires, 27 live in Los Angeles County, and nearly a third of those reside in

Beverly Hills. Likewise, Beverly Hills' population is 34,658, only 0.1 percent of California's total, creating a substantial pocket of wealth ([see story](#)).



Promotional image for shopping in Beverly Hills

BHCVB's *The Definition of Luxury* takes a personal approach to celebrating Beverly Hills' status. The participating tastemakers were given the opportunity to discuss what luxury's definition is to them and how Beverly Hills has served as a point of inspiration.

Tastemakers include designer Kelly Wearstler, stylist and designer Rachel Zoe, personal trainer Gunnar Peterson, real estate broker Jeffrey Hyland, architect Ma Yansong and artist Vanessa Prager.

The culinary scene of Beverly Hills is heavily represented with Curtis Stone, executive chef of Maude; Chris Ford, executive pastry chef at Beverly Wilshire, a Four Seasons Hotel; Olivier Quignon, executive chef at L'Ermitage Beverly Hills, Avec Nous; Erika Tucker, chef de cuisine at Montage Beverly Hills, The Rooftop Grill; Stephanie Boswell, executive pastry chef at The Peninsula Beverly Hills, The Belvedere and Alberico Nunziata, executive chef at The Beverly Hilton, all taking part in the BHCVB's campaign.



Promotional image for dining in Beverly Hills

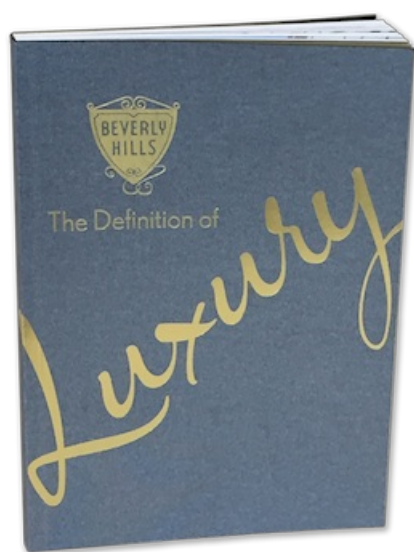
Digital content is broken down into categories such as style, design, dining and culinary accommodations. Within each section, the tastemakers give personal anecdotes regarding luxury and Beverly Hills.

For example, interior designer Ms. Wearstler talks to BHCVB, answering questions that include her favorite go-to places in Beverly Hills, understanding the glamorous appeal of the city and her personal definition of luxury.

BHCVB's digital content can be viewed [here](#).

The content generated for The Definition of Luxury has also been repurposed into a jewel box book.

"Earlier this year, BHCVB released a global trends report, The Future of Luxury, which defines the current state of luxury, what we are calling Luxury 2.0 or the digitization of exclusivity, and forecasts luxury trends to come in the near future, described as Luxury 3.0," Ms. Wagner said. "The basis of Luxury 3.0 we found is a return to old school precepts with an emphasis on tangible experiences.



Beverly Hills' The Definition of Luxury book

"Many people are even looking to go off the grid' with experiences that put the digital world on pause while they reconnect with the world around them," she said. "So, in line with the findings of this report and to play on the notion that Beverly Hills wrote the book on luxury, we thought it made sense to self-publish an actual book on luxury as a part of this campaign to complement the robust digital marketing efforts."

High street explorers

Other international destinations have launched shopping initiatives to boost business and tout the offerings of their high streets.

For example, Mulberry and Graff Diamonds were among the brands celebrating their British heritage stateside through the "Great Britain Campaign on Madison Avenue" initiative in November 2015.

Organized by the Madison Avenue Business Improvement District, the Great Britain Campaign highlighted brands of British origins through special events and exhibitions. As one of the most famed high streets in the United States, Madison Avenue often curates events to showcase what it has to offer consumers as a way to drive foot traffic ([see story](#)).

Similarly in 2014, 10 British stores signed up to be hosts for the first Ten Store Challenge, a charity walk through London benefiting Hope and Homes for Children.

To participate, consumers needed to walk the entire 6-mile route and have a race passport stamped at each of the

participating stores. Department store Fortnum & Mason kicked off the event as the first stop in the walk, providing breakfast to the consumers participating in the fundraiser ([see story](#)).

As with the New York and London in-store events, BHVCB's dedication to awareness building for Beverly Hills validates the retail strategies of luxury brands present in the Californian city.

"Brands are always finding ways to disrupt their industries and find success in reaching their customers in new and noticeable ways," Ms. Wagner said.

"We hope that brands find our report a confirmation of their existing activities and practices and that it serves as a blueprint for future strategies in the years to come," she said.

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