

TRAVEL AND HOSPITALITY

Beverly Hills spotlights art, culture in new film effort

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Adrien Sauvage lounging at a Beverly Hills pool. Image courtesy of BHCVB

By NORA HOWE

The city of Beverly Hills, CA is bringing the city's inspiration to life through the lens of two creators who call it home.

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In partnership with global media brand **Monocle**, Beverly Hills Conference and Visitors Bureau (BHCVB) highlights fashion designer and founder of fashion brand **A. Sauvage** Adrien Sauvage and gallery operator and founder of **The Future Perfect** David Alhadeff in two short films. With this campaign, the city aims to inspire travelers who increasingly value rich cultural experiences in the places they visit.

"This past year has taught us to reevaluate what is important to us and reconnect with what inspires us," said Julie Wagner, CEO of **BHCVB**, Beverly Hills, CA. "These films invite viewers to reflect on these notions through the lens of two great creatives who have relocated to Beverly Hills for a new sense of purpose.

"We hope each of their compelling stories gives those who long to travel again an enhanced perspective of our city when they come to visit," she said.

Rich culture

The first short film profiles Mr. Sauvage, whose collections have been influenced by his Ghanaian and Nigerian roots. His collections feature unique and wearable fashion, bespoke jewelry and exclusive houseware.

With Beverly Hills being his second home, Mr. Sauvage reveals how the heritage and culture of the city serves as his artistic muse.

"I moved from London to Beverly Hills, and I think it allowed me to dream," he says in the film. "There's so much space and texture it's a melting pot for creativity."

A Different View with Adrien Sauvage

The second film, which is scheduled to debut on Feb. 2, spotlights Mr. Alhadeff, who moved to Beverly Hills from New York. In the film, he discusses how the city helped inspire Casa Perfect, an art gallery housed within a 1971 Beverly Hills mansion designed by Raul F. Garduno.

"Art brings appreciation for cultures and invites the opportunity for conversation in the community," he says in his episode.

Beverly Hills draws millions of global travelers to its hotels, storefronts, restaurants, gardens and art galleries every year. While there are no signs of an immediate recovery from the pandemic, the destination continues to dialogue with an ever-evolving and diverse luxury audience ensuring it remains front-of-mind to the next generation of travelers inspired by a renewed sense of discovery.



David Alhadef on a rooftop in Beverly Hills overlooking Los Angeles. Image courtesy of BVCVB

"Art and design is embedded in the culture of Beverly Hills," Ms. Wagner said. "People from around the world come to Beverly Hills to experience the master craftsmanship of our fashion houses, the visual excitement of our expansive public art collection and galleries, and the architectural significance of our landmark buildings.

"Creators like Adrien and David continue to relocate to our city to find a renewed source of inspiration in Beverly Hills."

California and COVID-19

In September, the city of Beverly Hills released a "welcome back" campaign focused on all of its unique offerings while highlighting extensive efforts to keep visitors safe after residents and travelers spent months in isolation.

With its "Something to Feel Good About" initiative, Beverly Hills Conference & Visitors Bureau called attention to its world-class service and new safety standards, as well as its upscale shopping and dining options ([see story](#)).

Only a few months later, Los Angeles County issued a new stay-at-home order due to a significant decrease in hospitals' intensive care unit capacity. The order impacted retail capacity at shopping corridors such as Rodeo Drive, which is home to luxury brands including Gucci, Prada, Dior, Cartier, Versace and more ([see story](#)).

On Jan. 25, California government officials lifted regional COVID-19 stay-at-home orders across the state, allowing restaurants and businesses to resume operation with outdoor dining and limited capacity. This lift comes despite Los Angeles County reporting more than 1 million cases to date.

"With travel to California restricted, we wanted to safely engage with and bring inspiration to our global luxury audience," BHCVB's Ms. Wagner said. "Adrien and David are two very different entrepreneurs who share Beverly Hills as their creative home base.

"Each of their unique narratives and perspectives brings a new dimension to the traditional notion of luxury in Beverly Hills that emphasizes art, culture and sense of place."