

The
Beverly
Hills



The Peerless Pink Palace

By Jeffrey Gomez

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Nestled in the center of Beverly Hills, California, gleaming like a spotlight forged in Hollywood lore, lies a majestic gem. The Beverly Hills Hotel & Bungalows is, and has been, an oasis for those that seek shelter in something more refined.

Now I have known for some time that the Pink Palace, as it is fondly known, has been the epicenter for what defines luxury, but I thought it prudent to showcase its full glory for you, dear reader.

First opened in 1912, the hotel has always stood for what can be achieved when

you make customer satisfaction top priority. With such guests as the Duke and Duchess of Windsor, Marlene Dietrich, Clark Gable and Marilyn Monroe, it is no wonder that the hotel is world renowned for its peculiar penchant to please. With 204 guest rooms, including 38 suites and 21 bun-

galows, several restaurants, bars, stores, fitness center and a spa, there is nary a chance you will find yourself without an abundance of options.

Upon first arriving at the iconic hotel, it becomes immediately apparent that the whims of each guest are not only happily met, but thor-

oughly exceeded. The cordial and attentive staff have a camaraderie, with each other and more importantly their guests, that simply cannot be replicated anywhere else. I naturally understood why then that some staff members have been with the hotel for 10 or even 20 plus years. Amazing!

To say that the accommodations are suitable is nothing short of an understatement. For each and every room boasts a plethora of amenities that will keep you wanting to stay in your room as opposed to the star gazing that can easily be accomplished by walking the property. The beds have a



The Sunset Ballroom (above left), deluxe guest room (left), and a bungalow guest room (above).

coziness that makes clouds jealous, while the linens have a thread count that will make your own seem like burlap. If that wasn't enough, and it should be, then the Beverly Hills Hotel can be trusted to cater to the most discerning of needs.

If you happen to be in need of a large venue to host a party or event, then the hotel can easily provide the opulence and experience to make yours, one not to forget. The Sunset Ballroom, with its dramatic mural and picture

perfect views of what makes southern California grand, is my vote for the best in show. However, there are several other ballrooms that can suit particular tastes. Again, the hotel strives to provide the necessary accoutrements to meet the needs of its ever expanding guest list.

Speaking of expanding, I managed to expand my waistline by having a most fabulous lunch at the tony Polo Lounge. As the destination of power brokers, agents, celebrities and the social elite, this restaurant is chock-full of



Polo Lounge Patio seating (above), Loggia seating (right).

dishes and libations that will satisfy the deepest and most critical of hunger pangs. I ordered a host of foods that left me, after each and every dish, realizing how dismal my own cooking really is. I must point out that the tortilla soup at the Polo Lounge is an unparalleled delight. As for where to sit, I have managed to sit at every location at the the restaurant and must confess that each serves a different but equally impressive purpose. From the power station at booth 3, the privacy of the corner spot, to the celebrity al fresco dining of the patio, the Polo Lounge has all its bases covered. If drinking is more





The bungalow gardens that make for idyllic strolls (above). View from one of the famous cabanas looking across the pool (right).



your game, then the bar at the lounge can mix a libation that Marlene Dietrich or Humphrey Bogart would be proud of. Seeing as how they both drank here, it makes perfect sense!

As I walked the lush garden pathways that wind around the 12 acre property, I noticed not one blade of grass

was out of joint. The immaculate grounds, brimming with thick foliage, afford excellent privacy and tranquility that is unheard of for a retreat its size. With its location on the Sunset strip, yet surrounded by residential houses, the Beverly Hills Hotel is in a unique and beneficial spot.

For within a very small radius around the hotel, you can delight in just about any activity you feel like. From shopping on Rodeo Drive, visiting a museum, flying out of town, or visiting the beaches of Santa Monica, you can be within a comfortably short drive of the best that Los Angeles has

to offer. And if the thought of walking around to see the expansive property or driving to other locales gets your tired, then the hotel pool is the place to be. Better yet, a private cabana with a spa treatment at the water's edge. Now there is an idea that we can all delight in.

So the next time you are

visiting the Los Angeles area and in particular Beverly Hills, it is imperative that you grant yourself the privilege of having a stay at the Beverly Hills Hotel & Bungalows. There is simply no other place on Earth that can boast, although they never do, about having the best of everything that defines true luxury.

Who knows, if you stay long enough, maybe they will give you your own bungalow. After all, if the city of Beverly Hills can be named after the hotel that preceded it, then anything is possible. I, for one, am already hatching an excuse to return to the shangri-la of LaLa Land.