

PRESS RELEASE

DIORIVIERA POP-UP AT THE BEVERLY HILLS HOTEL THIS SUMMER



Beverly Hills, May 26, 2023 – In celebration of this year’s Dioriviera capsule collection, Dior is taking over the pool at the iconic Beverly Hills Hotel this summer. The upper deck is transformed with pink and grey Dior surf inspired cabins which frame the outside of the pop-up boutique. Dior has reimagined the interior, molding the space to reflect a mesmerizing sandcastle. Each corner is adorned with remarkable details including life-size sand giraffes, lions, flora and fauna. In a stunning visual, sculptures shaped as the iconic Lady Dior emerge from speckled sand walls. To further enhance the immersive experience, toile de Jouy wrapped skylight roof offer guests a glimpse of the California blue sky.

The continually reinvented Dioriviera capsule collection designed by Maria Grazia Chiuri is an invitation to escape and enjoy the summer holidays. Dior fundamentals such as the toile de Jouy print and bayadere stripes are illuminated in shades of pink and grey – a special palette curated for the Fall 2023 collection. Toile de Jouy, a timeless symbol revisited by Maria Grazia Chiuri, is revealed throughout skirts, dresses, shorts and swimsuits in shades of pink and grey, tones dear to Monsieur Dior. The motif is also incorporated on silk scarves, the Lady

Dior and Dior Book Tote bags as well the Dway mules and J'Adior pumps. Mediterranean elegance is embedded in the Dioriviera allure and reflected through marinières and straw hats.

As an extension of this sunkissed wardrobe, Dior Maison essentials are also recreated with the summertime in mind. Pieces such as a surfboard bearing the “Christian Dior” signature, a yoga mat, parasol, and several beach games, make the perfect pairing for a beach day or relaxing by the pool. To brighten up the home, shoppers will enjoy a series of decorative objects, tableware, placemats, and embroidered cushions in the new signature Dioriviera colors.

In addition to the boutique, Dior has created an exclusive Le Jardin Des Rêves Dior Spa Cabana. Available exclusively for hotel guests to reserve daily, this indoor-outdoor spa cabana is complete with a treatment cabine adorned in Toile de Jouy and a relaxation suite of rattan furniture complete with Dior Maison accents. In this magical setting, Dior provides the ultimate luxury experience including a prime location at the pool, a top-flight treatment program of four tailor-made signature treatments for the face and body, exclusive gifts and more.

Hotel guests lounging near the pool will enjoy the pink and grey toile de Jouy cabanas, umbrellas, lounge chairs, , and a Dior ice cream cart which will serve hourly refreshments to all guests during the weekends. The pop-up boutique will be open daily from 9am to 6pm and is open to hotel guests and non-hotel guests alike. The Spa Cabana is open from 10am to 4pm daily and is reserved for hotel guests only.

The takeover will be open from May 26th through September 4th, 2023.

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NOTES TO EDITORS

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For over a century The Beverly Hills Hotel has been the spot for Hollywood’s brightest lights. She greets you like a movie star from the moment you step onto the red carpet and enter the grand lobby. Welcome to the legacy.

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