

## PRESS RELEASE

# THE BEVERLY HILLS HOTEL UNVEILS SECOND CAPSULE COLLECTION WITH THE SIL, CELEBRATING THE LEGACY OF MARGARET ANDERSON



Beverly Hills, June 15, 2023 – [The SIL](#), an e-commerce site of exclusive offerings by independent fashion designers, has teamed up with The Beverly Hills Hotel to unveil a second capsule collection, this time inspired by the hotel’s original founder and owner Margaret Jane Anderson. Launching in September in one of the legendary bungalows, the collection will feature ready-to-wear pieces as well as accessories designed by SIL Shop designers across the globe.

Margaret Jane Anderson, a pioneering woman of her time, achieved remarkable accomplishments in an era when it was uncommon for women to work outside their homes. As the proprietress, she played an instrumental role in the construction and development of The Beverly Hills Hotel amidst what was then open fields and farm land. The success of the hotel led to the city’s incorporation in 1914. Her leadership and entrepreneurial spirit left an indelible mark on the hospitality industry and city of Beverly Hills.

“Margaret Anderson is a woman we wish to salute; our collaboration honors her contributions to the world of hospitality and the example she set for future generations of strong, independent women,” said Natalie Bloomingdale, founder of The SIL. “Inherent adversities of the time period aside, Margaret forged uncharted

territories and created a business that is so revered today. Through a shared lens of dispensers of luxury and proponents of gracious service to all, this collaboration is a tribute to female entrepreneurship.”

After moving to California in the 1870s, Margaret Anderson married and raised two children and participated in the early years of the California orange-growing industry. When a contentious divorce left her a single parent, Margaret began operating a boarding house in downtown Los Angeles. She then applied her experience to the successful management and subsequent ownership of the Hollywood Hotel in 1902. Thus Margaret and her son, Stanley, were poised to take charge when a consortium approached them; Percy H. Clark wrote a letter formally inviting Margaret Anderson to own and operate a hotel in the new community of Beverly Hills. She accepted the contract but added one clause: no competing hotel could be built in the entire city of Beverly Hills until 1925. Margaret oversaw all construction, and the hotel was constructed in a mere eight months. The Beverly Hills Hotel opened on May 12, 1912, and was described by the *Los Angeles Times* as “a miniature city within itself.” It immediately became apparent that Margaret had been justified in her gamble - the hotel was a financial success from the start.

"We are delighted to collaborate with The SIL once again, as we pay tribute to Margaret Anderson, a true visionary who shaped the legacy of The Beverly Hills Hotel," said John Scanlon, General Manager of The Beverly Hills Hotel. "This collection embodies the spirit of timeless elegance and showcases the seamless marriage of fashion and hospitality, which has been at the heart of our hotel for over a century."

Founded by Natalie Bloomingdale, The SIL’s own branding was very much inspired by the color palette of The Beverly Hills Hotel, her favorite Los Angeles haunt. A frequent visitor of the Polo Lounge, the hotel’s legendary restaurant and bar, Natalie channelled the green and white stripes used throughout the hotel for her brand’s packaging, and The SIL’s logo is a nod to the hotel’s script logo.

Bloomingdale tapped The SIL designers and female-owned brands La Vie Style House (Dallas), Tyler Ellis (Los Angeles), Smock London (London), Autumn Adeigbo (Los Angeles), Keehn Deutch (Los Angeles/Palm Beach) and Cheeky Vintage (Houston) to create designs that seamlessly blend opulent fabrics, delicate embellishments, and captivating silhouettes - capturing the essence of Hollywood's golden era while adding a modern twist.

### **Autumn Adeigbo**

Autumn Adeigbo is an award-winning ethical and sustainable fashion lifestyle brand, founded on a mission of culture, color, and conscience. As a black female business owner, Autumn is devoted to positively impacting the

lives of women across cultures by utilizing female-owned production facilities in the U.S. and providing global artisans with meaningful employment and fair wages.

### **Cheeky Vintage**

Founded in 2008, the Cheeky Vintage shop in Houston is a treasure trove for vintage fashion collectors. Owner Tina Davis launched her own private collection of vintage-inspired fashion in 2020. Made in Texas, the whimsical line features bold colors and pops of pattern, translating to a fun-loving array of clever designs that are unique and easy to wear.

### **Keehn Deutch**

Brainchild of Fruzsina Keehn and Alison Deutch, Keehn Deutch is a womenswear brand inspired by the future with a use of materials squarely rooted in the past. An idyllic match for creating elevated ready-to-wear, New York-born Fruzsina's background is in jewelry design and interiors, while interior designer Alison Blumenfeld Deutch has a resume packed with trend forecasting and art directing for a major fashion house.

### **La Vie Style House**

Based in Dallas, La Vie Style House is a curated collection of playful, one-size-fits-all pieces. Co-founders Lindsey McClain and Jamie Coulter started the company based on their shared love of fashion and mutual affinity for vintage clothing and effortless pieces.

### **Smock London**

As the name suggests, smocking craftsmanship sits at the heart of the brand. With its joyful rainbow palette, feisty feminist spirit and ethical approach to craftsmanship, Smock London breathes new life into this ancient, hand-stitched craft. Every Smock London piece is individually hand-sewn by artisans; each dress takes up to three days to complete and mastering the craft takes years of practice. Collections are produced slowly, using the highest quality threads and fabrics, in small limited editions and conceived to be passed down generations. The result is exquisite heirloom quality pieces that value the artisan and the planet.

### **Tyler Ellis**

The daughter of revered fashion designer Perry Ellis, Tyler Ellis began her eponymous handbag and accessories line in 2011, quickly becoming the most carried designer on Hollywood's red carpets. The brand's DNA is based on top craftsmanship, unique silhouettes, timeless appeal and practical functionality, with a focus on bespoke amenities.

Each designer will descend upon Los Angeles for a trunk show event at The Beverly Hills Hotel on September 20th and 21st to showcase the capsule and offer a shopping opportunity to invited guests. The pieces will be exclusively available for purchase at the trunk show event and on [thesilshop.com](http://thesilshop.com).

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## NOTES TO EDITORS

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## THE BEVERLY HILLS HOTEL

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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THE BEVERLY HILLS HOTEL BEVERLY HILLS, HOTEL BEL-AIR LOS ANGELES, THE LANA DUBAI (opening 2023),  
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