

Maison 140

BEVERLY HILLS

MAISON 140 UNVEILS CHIC RENOVATION BY KELLY WEARSTLER

~Viceroy Hotel Group's Urban Retreat in Beverly Hills Debuts Kelly Wearstler Designed Interiors~

(LOS ANGELES, CA – May 3, 2011) – Maison 140, part of Viceroy Hotel Group's Urban Retreat Collection, unveils a complete renovation of their 44 guest rooms with chic interiors by acclaimed designer Kelly Wearstler. An intimate boutique hotel in the heart of Beverly Hills, Maison 140 blends flawless service with luxurious and striking accommodations to offer guests a singular experience.

The newly refurbished guest accommodations feature Parisian-inspired décor with a warm and inviting palette of persimmon and kumquat. Peaceful and relaxing, the hotel rooms blend texture, color and pattern that provide guests a comfortable sanctuary designed in the Belle Époque style with silk moiré wallcoverings, alabaster bedside lamps, custom fluted brass curtain hardware, tufted headboards and ruched bed frames. All rooms feature hand embroidered curtain trim and a female torso sculpture designed by Kelly Wearstler, with hand tufted European carpets and Chinoiserie screens to shape the bathing areas. Bathrooms are finished in black and white marble floors with chrome hardware, Neil George personal care products and rain-style showerheads. The three room types – Parisian Queen, Parisian King and Mandarin King – all include gilded arm chairs and lamps designed by Wearstler that are modeled after vintage styles the designer found in Paris as well as stone veneer desks. In-room amenities include Sferra linens, plush bathrobes, wireless internet access, flat screen televisions and mini-bars.

"The inspiration for Maison 140 was to enhance the luxurious and refined space to give the rooms a truly French pied-a-terre style," says designer Kelly Wearstler. "Guests will feel transported to the streets of Paris when staying at this classic boutique property."

Maison 140 is a contemporary tribute to the classic Parisian inns of the last century, located just steps away from Rodeo Drive and world class shopping. Visually striking, yet inviting and warm, the quaint boutique hotel transports guests to an old Left Bank inn, yet ceaselessly intrigues with inflections of Eastern mystique. The classic façade, complete with dormers, potted topiaries and signature persimmon-lacquered doors, serves as a warm respite from the bustling Beverly Hills atmosphere. The intimate Bar Noir is a stylish meeting spot for hotel guests and Beverly Hills locals alike, in a palette of black, white and crimson, custom-designed elements and Parisian antiques.

To commemorate the unveiling of the renovation, Maison 140 is pleased to offer guests the "Renew" Package, which includes accommodations in the newly remodeled Parisian rooms, a bottle of Champagne with check-in, daily breakfast, complimentary parking and WiFi for \$185/night.

For additional information on Maison 140, please visit <http://www.urbanretreathotels.com/>. More information on Viceroy Hotel Group can be found at www.viceroyhotelgroup.com.

About Viceroy Hotel Group

[Viceroy Hotel Group](#) delivers one-of-a-kind lifestyle experiences that bring together provocative design and intuitive service in sought-after locations. The current portfolio of managed properties includes two luxury brands, Viceroy and The Tides. [Viceroy Hotels & Resorts](#) exemplify a passion for authentic, visionary design and personalized service. Signature Viceroy amenities and services created for the brand's diverse business and leisure guests include dynamic dining venues featuring world-class culinary talents and destination spas specializing in health, fitness and beauty. Current Viceroy properties include hotels and resorts in **Santa Monica, Palm Springs, Miami, Anguilla** and **Snowmass**, Colorado with forthcoming openings in Beverly Hills (in what is currently L'Ermitage Beverly Hills), the Maldives and Sowwah Island in Abu Dhabi. [The Tides](#) brand offers chic beachfront backdrops that inspire reconnection through cultural experiences delivered with style and spirit. Every Tides destination interprets indigenous cultural elements, expressed in each property's décor, cuisine, and spa. The Tides collection includes hotels and resorts in Miami's **South Beach**, Mexico's **Riviera Maya** and **Zihuatanejo**, as well as upcoming developments on **St. Lucia** in the Caribbean, which is currently operating as Jalousie Plantation. The Urban Retreat Collection includes **Avalon Hotel** in Beverly Hills, **Maison 140** in Beverly Hills, and **Sheraton Delfina** in Santa Monica.

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