



everly Hills is the legendary home to a century's worth of celebrities, from Lionel Barrymore and Lucille Ball to Ellen DeGeneres and Judge Judy. This small town for big wallets has jaw-dropping mansions, restful parks, trendsetting restaurants, and shopping that ranges from a farmers market to fabulous Rodeo Drive.

POSH ITINERARY

Like the best things in life, many attractions in Beverly Hills are free or nearly free. Pick up a basket of berries at the Sunday morning Beverly Hills Farmers' Market (9300 block of Civic Center Drive) or a salad or teriyaki plate at Café Modigliani (310-271-4471), where everything on the menu is less than a Hamilton (the currency, not the play). Then head to the serene grounds outside historic Greystone Mansion and Parks (310-285-6830; greystonemansion .org) for a picnic with a million-dollar view or sit by renowned artist Yayoi Kusama's whimsical sculpture Hymn of Life: Tulips at Beverly Gardens Park (Santa Monica Boulevard, between Wilshire Boulevard and Doheny Drive). Roxbury Park hosts a free Shakespeare by the Sea production each August, and during the summer, folks can enjoy free concerts and outdoor movies.

FLASHY CARS

Be the envy of motorists—without the expensive lease commitment—as you steer a Porsche Cayman, a Tesla Model S, or a muscular Corvette convertible down Rodeo Drive. These models are among dozens featured in the Dream, Prestige, Adrenaline, and Green collections of Hertz. hertz.com.

LUXE SLUMBER

Beverly Hills home values hover at \$2 million, but for a fraction of that amount, you can live out your 90210 dreams at the AAA Five Diamond Viceroy L'Ermitage Beverly Hills. In this boutique hotel, where even the smallest suite measures 650 square feet, bathroom mirrors have inset TVs and every room comes with Bose speakers and a private balcony. Prepay your room and save 15 percent. Rates start at \$425. (310) 278-3344; viceroyhotelsandresorts.com/en/beverlyhills.

Saving Tip

Forty-minute narrated trolley tours depart on the hour from Rodeo Drive and Dayton Way. Adults, \$5; children, \$1.

