

# Beverly Hills boosts legacy with cinematic look at city's history

October 30, 2023



Directed by BAFTA-winning director Chris Cottam, "The Love Letter" celebrates a century of the luxury destination city's history. Image credit: BHCVB

By EMILY IRIS DEGN

The Beverly Hills Conference and Visitors Bureau (BHCVB) is celebrating more than 100 years of its beloved residence.

Directed by BAFTA-winning German director Chris Cottam, the city is out with the short film, "The Love Letter." Filled with cinematic displays of Beverly Hills' ties to the brightest stars in Hollywood and a legacy of luxury, the release appeals to potential tourists and those wanting a taste of the high life.

"Beverly Hills honors its long-standing legacy of glamour while continuing to evolve with fresh experiences for visitors and locals," said Julie Wagner, CEO of BHCVB, Los Angeles.

"With over a century of Hollywood heritage, the destination is home to architectural marvels and legendary landmarks that make for an iconic backdrop, juxtaposed with a selection of contemporary hotels, a flurry of restaurant openings from world-class chefs and an ever-evolving art scene," Ms. Wagner said. "This is exactly what our new short film, 'The Love Letter' celebrates."

## City of stars

"The Love Letter" features a personified Beverly Hills, which leads viewers through the past, present and future of the city through a poetic narration.



"The Love Letter" celebrates Beverly Hills

With photography from Argentinian artist Diego Uchitel and the fashion-forward touch of American celebrity stylist Petra Flannery, both modern and vintage scenes around the exclusive address are shown. A diverse cast anchors the film, appearing in some of the most famous and photographed Beverly Hills locations.

Actresses Anne Wile and Natalie Belmont, and dancers Darriel Johnakin and Jake Moyle are seen dancing below twinkling lights, performing on stages, splashing in pools, enjoying five-star stays and soaking in the ambiance of the locale. While doing so, they all don outfits inspired by the luxury designs that Beverly Hills is famous for.

Through visual and oral storytelling, potential tourists get a sneak peek of some of the best sites the destination offers, many of which they have no doubt seen on social media.



Sites like Greystone Manor and The Beverly Hills Hotel, commonly known as "The Pink Palace," appear in the film. Image credit: BHCVB

“Just 5.71 square miles, Beverly Hills’ walkability is unbeatable, and our streets are peppered with coveted restaurants perfect for grabbing a bite between shops,” Ms. Wagner said.

“The destination is home to nearly 100 pieces of sculptural public art and institutions like the historic Wallis Annenberg Center for the Performing Arts, Sotheby’s first exhibition space on the West Coast and a new museum by Banksy protégée Mr Brainwash.”

Via reflections and musings on how the city attained the status that it has today, “The Love Letter” acts as a then-and-now meditation on Beverly Hills’ identity through the ages.



Locals are familiar with the city’s lush green spaces, which are shown in the cinematic creation. Image credit: BHCVB

Originally, wealthy tycoons sought out the location looking for oil. Upon finding water instead, as the narrator states in the film, the city rose from a rancho called “El Rodeo de las Aguas,” or “Gathering of the Waters” in English.

The city is still known for its lush landscaping and tropical plants. Beverly Hills’ resulting nickname the Garden Spot of the World is honored throughout the cinematic appeal, dazzling with shots of the greenery amid the highly affluent neighborhoods and celebrity hubs.

“The Love Letter” includes old photographs as well to tell the complete story of the Californian mecca, allowing viewers a more intimate look at the people who made it what it is today.

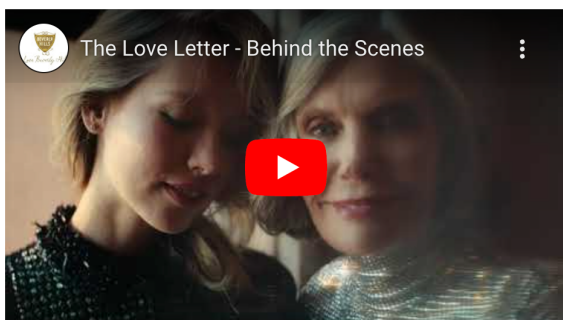


The famed Rodeo Drive shows up in the film, as well as the more modern Two Rodeo Drive, which was built in 1990. Image credit: BHCVB

Starlets and movie legends from the Golden Age of Hollywood are shown recreating by the pool and enjoying the amenities of the same world-class hotels that the four-person cast is captured partaking in by Mr. Cottam for BHCVB. In this way, there is a sense of timelessness attributed to the destination.

Due to this characteristic that Beverly Hills holds, many luxury maisons have chosen the city to unveil new collections ([see story](#)) and set up shop ([see story](#)).

Fashion and its hold on the famous location is homaged throughout “The Love Letter,” from the attire of the cast to the numerous shots of the shopping district. It is an angle that BHCVB has taken before in its advertising ([see story](#)).



## *Behind the scenes of filming “The Love Letter”*

“It is no secret that Beverly Hills is one of the fashion capitals of the world, laying claim to the beloved Rodeo Drive and a true mecca for fashion houses,” Ms. Wagner said.

“Beverly Drive, lined with countless boutiques, is a personal favorite shopping spot.”

### **Ageless appeal**

As home to the biggest celebrities in the world, Beverly Hills has a unique draw for young people while still retaining its value among older populations.



*The modern and classic appeal of Beverly Hills is expressed by the actors and dancers in the film. Image credit: BHCVB*

This universal interest is brought forward in the short film at hand. While the allure of Beverly Hills’ past adds a romantic note, the next generation of travelers are greeted warmly.

“Let me open my arms to welcome / All that dare to believe / To come and play among my Golden Drives: Rodeo, Beverly and Canon / And find themselves amid my storied past / Which still resonates today for a new millennium,” the personified city recites.

The narrative falls in line with past marketing efforts on the part of Beverly Hills, which has tapped influencers ([see story](#)) and centered social media before ([see story](#)), all while continuing to put out classically local-led views of the destination for all ([see story](#)).



*The diverse cast reflects the welcoming and sentimental narrative from the personified Beverly Hills. Image credit: BHCVB*

“Beverly Hills caters to every kind of occasion, from romantic escapes and girlfriend getaways to family and pet-friendly vacations,” Ms. Wagner said.

“Our hotels are destinations unto themselves and truly offer everything for someone, whether guests are seeking Old Hollywood glamour and movie magic, privacy and quiet luxury, or a more modern experience.”

The complete film is available to view at

<https://www.lovebeverlyhills.com/articles/view/the-love-letter>.