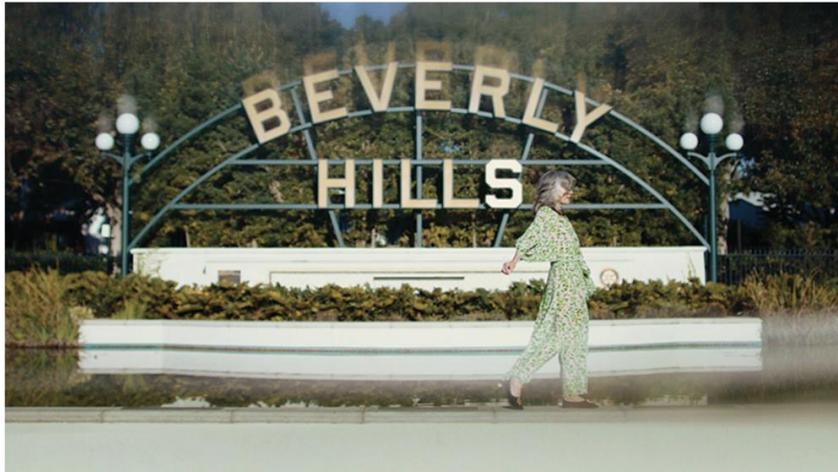


# BEVERLY PRESS PARK LABREA NEWS

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## Film pays tribute to Beverly Hills' past, present and future



"The Love Letter" offers a then-and-now reflection of Beverly Hills' luxurious heritage. (photo courtesy of the Beverly Hills Conference and Visitors Bureau)

The Beverly Hills Conference and Visitors Bureau has debuted the short film "The Love Letter," celebrating the legendary destination with visual and oral storytelling.

The film provides a then-and-now reflection of Beverly Hills' luxurious and star-studded heritage, taking viewers on a captivating journey through the 5.71-square-mile city's 100-plus-year history and how it continues to influence culture, fashion, art and beauty.

The short film personifies Beverly Hills through a poetic narrative, conveying how the destination has cemented itself in memories across generations. Regarded as a premier locale for architecture, hotels, elite shopping, world-class dining, arts and culture, parks and gardens, the film honors Beverly Hills' legacy and evolution. It includes a glimpse of the past via archived black and white photography of palm-tree lined streets, and vintage clips from The Beverly Hills Hotel (the original Pink Palace), juxtaposed with modern experiences at Two Rodeo, Beverly Gardens Park, the Saban Theatre and the Beverly Wilshire, A Four Seasons Hotel.

“One of Beverly Hills’ most notable attributes is its enduring legacy,” said Julie Wagner, CEO of the Beverly Hills Conference and Visitors Bureau. “The purpose of this film is to showcase and honor the city’s storied past while at the same time, highlight what is new and beautiful, represented by the mature and young actors in the film. Beverly Hills is focused on continuing to offer the love and magic that our visitors currently experience for years to come.”

“The Love Letter” was directed by BAFTA winning film director Chris Cottam, with photography directed by Diego Uchitel, whose work has been featured in W Magazine, Elle Magazine and Harper’s Bazaar. Celebrity stylist Petra Flannery dressed actors Anne Wile and Natalie Belmont and dancers Darriel Johnakin and Jake Moyle in outfits inspired by the designer luxury fashions of Beverly Hills.

To view the film, visit [lovebeverlyhills.com/articles/view/the-love-letter](http://lovebeverlyhills.com/articles/view/the-love-letter). For information, visit [lovebeverlyhills.com](http://lovebeverlyhills.com).