

90210: America's most famous postcode

Ahlan! jetted to Beverly Hills, where you'll find more celebrities in one square mile than anywhere else in the world

Beverly Hills certainly needs no introduction. Thanks to iconic TV shows and movies like *The Fresh Prince of Bel Air*, *Beverly Hills Cop*, *Pretty Woman* and, of course, *Beverly Hills, 90210*, it's one of the most iconic neighbourhoods in the world.

Although, it's not actually a neighbourhood. Beverly Hills is so darn cool, it's actually its very own city, surrounded by the cities of Los Angeles and West Hollywood.

Originally a Spanish ranch where lima beans were grown, Beverly Hills was incorporated in 1914 by a group of investors who had failed to find oil and eventually decided to develop it into a town. Little did they know it would become the centre of showbiz (sorry, Hollywood!), and home to the biggest A-list stars in the world.

Not only is Beverly Hills super-famous, there is also loads to see and do, as we found out during our recent visit.



SHOP ON RODEO DRIVE

From world-renowned fashion houses to one-of-a-kind local boutiques, Beverly Hills offers a shoppers' paradise located within a compact, easily walkable area known as the Golden Triangle. Experience world-famous Rodeo Drive where you'll find Prada, Gucci, Valentino, Armani, Dior and Cartier. Discover the crown jewel in the heart of Beverly Hills, Two Rodeo Drive, with quaint cobblestone walkways leading you to the likes of Versace, Lanvin, Jimmy Choo

and Tiffany. You don't even have to be a shopper to enjoy all that Rodeo Drive has to offer: end your Rodeo experience at the Beverly Wilshire, A Four Seasons Hotel, which was the iconic setting of *Pretty Woman*.



SPY ON THE CELEB HOMES

Okay, so this tour might not make you feel famous, like the rest of Beverly Hills' offerings, but it sure is the best and fastest way to find celebrity homes and have a quick peek at their properties. Ultimate Hollywood Tours offer a two-hour tour that highlights celebrity homes in Beverly Hills and famous landmarks in Los Angeles. Hear live commentary and get clear views from your seat in the open-air bus as you drive past A-list houses, the Hollywood sign, Rodeo Drive, Grauman's



Chinese Theatre and the Hollywood Walk of Fame.
INFO: ultimatehollywoodtours.com



BEVERLY HILLS SIGN & POND

Your trip to Beverly Hills isn't complete without a snap in front of the Beverly Hills sign, located in Beverly Gardens Park, between North Canon Drive and North Beverly Drive. Perhaps the most recognisable landmark in the city, this 40-foot sign will be a

perfect postcard background for your selfie or group shot. After documenting the stop, keep strolling down Beverly Gardens Park's 11-block pedestrian trail to take in your next must-see attraction – Hymn of Life: Tulips by Yayoi Kusama. Installed in 2007, this larger-than-life, colourful sculpture is one of more than 60 pieces of public art that can be found throughout the city.

PALEY CENTRE FOR MEDIA

The Paley Centre for Media makes watching television a truly cultural experience. This non-profit museum has more than 160,000 programmes spanning almost 100 years in its permanent collection, making it the foremost public archive of TV and radio

programming in the US. Search the archives for one of your favourite episodes (they're bound to have it!), or discover something new to you. The centre has both individual consoles and family consoles that fit up to four people, so you can watch or listen to your chosen programme.

INFO: media.paleycenter.org

TAKE A SELF-GUIDED WALKING TOUR

Who needs a tour guide when you can guide yourself, eh? Head to lovebeverlyhills.com and download one of their many walking tours, which include Art & Culture, Gallery Guide and A Step Back in History. Our favourite is the Seen on Screen tour, which covers many of the sites



and experiences that have made the city famous.

INFO: lovebeverlyhills.com

WHY THE BEVERLY HILTON IS ONE OF THE MOST ICONIC HOTELS IN THE WORLD

IT'S THE HOME OF THE GOLDEN GLOBES

The Beverly Hilton has hosted many awards shows, charity benefits and entertainment and motion picture industry events, and is particularly known as the venue of the annual Golden Globe Awards ceremony.



WHITNEY DIED THERE

Whitney Houston died at the hotel on 11 February, 2012, after accidentally drowning while in the bathtub of her suite. The room has since been blocked off for bookings, but following renovations, they're planning to open it again in the near future.



IT'S WHERE ARGO WAS FILMED

Although most of *Argo* – which was named Best Picture at the 2013 Academy Awards – takes place in Tehran, Iran, not a

single minute of film was shot there. In the film, Ben Affleck holds an intentionally high-profile press event for their fake film at the Beverly Hilton, in the hotel's glamorous Stardust rooftop venue on the exclusive penthouse level.



CLIVE DAVIS' PRE-GRAMMY PARTY

Every year, on the night before the Grammy Awards, legendary music producer Clive Davis holds his annual party at the Beverly Hilton. Needless to say, the biggest stars from the world of music rock up every year to party ahead of the ceremony.



Where to stay

The Beverly Hilton

When it comes to famous hotels in Beverly Hills (in fact, the world), it doesn't get more legendary than this

Opened in 1955 by distinguished hotelier Conrad Hilton, the Beverly Hilton combines the excitement and entertainment of Hollywood with the prestige of Beverly Hills. Over the years, the property quickly became a local hangout spot for Hollywood's A-list. These days, it's home to the Golden Globe Awards ceremony and Clive Davis' Pre-Grammy Party.

Nestled at the crossroads of the iconic Wilshire and Santa Monica Boulevards, the hotel features 569 guest rooms designed to evoke the best of relaxed Californian living, including 101 suites with panoramic city views and indoor-outdoor living spaces.

If you're keen to explore the nearby attractions, the location doesn't get better than this. The

hotel is within walking distance of the world-famous shopping and dining destinations of Beverly Hills.

Rather soak up the sun? Both Santa Monica Beach and Venice Beach are just minutes away.

However, if you're keen to stay in, the hotel itself has more than enough to keep you occupied. For example, the Aqua Star Pool is Beverly Hills' largest swimming pool and is the setting for many photo and film shoots.

Hungry? Market-fresh, traditional Californian dishes await at Circa 55, while the Lobby Lounge and Barista Bar are your go-to spots for evening drinks or morning coffee.

Then there's Upgrade Labs, located on the pool level of the Beverly Hilton, which is the first-ever "biohacking human upgrade facility". It's a luxurious

health and fitness retreat that offers more than 15 customised, high-tech experiences for your brain and body. Designed as an escape from the outside world, this futuristic health haven immerses you in strength and recovery technologies that are designed to power you up, trim you down, rejuvenate your appearance and amplify your brain power. Needless to say, it's a favourite with celeb clientele.

Best of all, you know that pretty much every celebrity that's ever lived has walked through the corridors of this hotel at some point in time. From the countless movie shoots to the regular awards ceremonies that are held there, Beverly Hills does not get more glamorous than the Beverly Hilton.

INFO: For more information and bookings, visit beverlyhilton.com



ROOMS WITH STUNNING CITY VIEWS

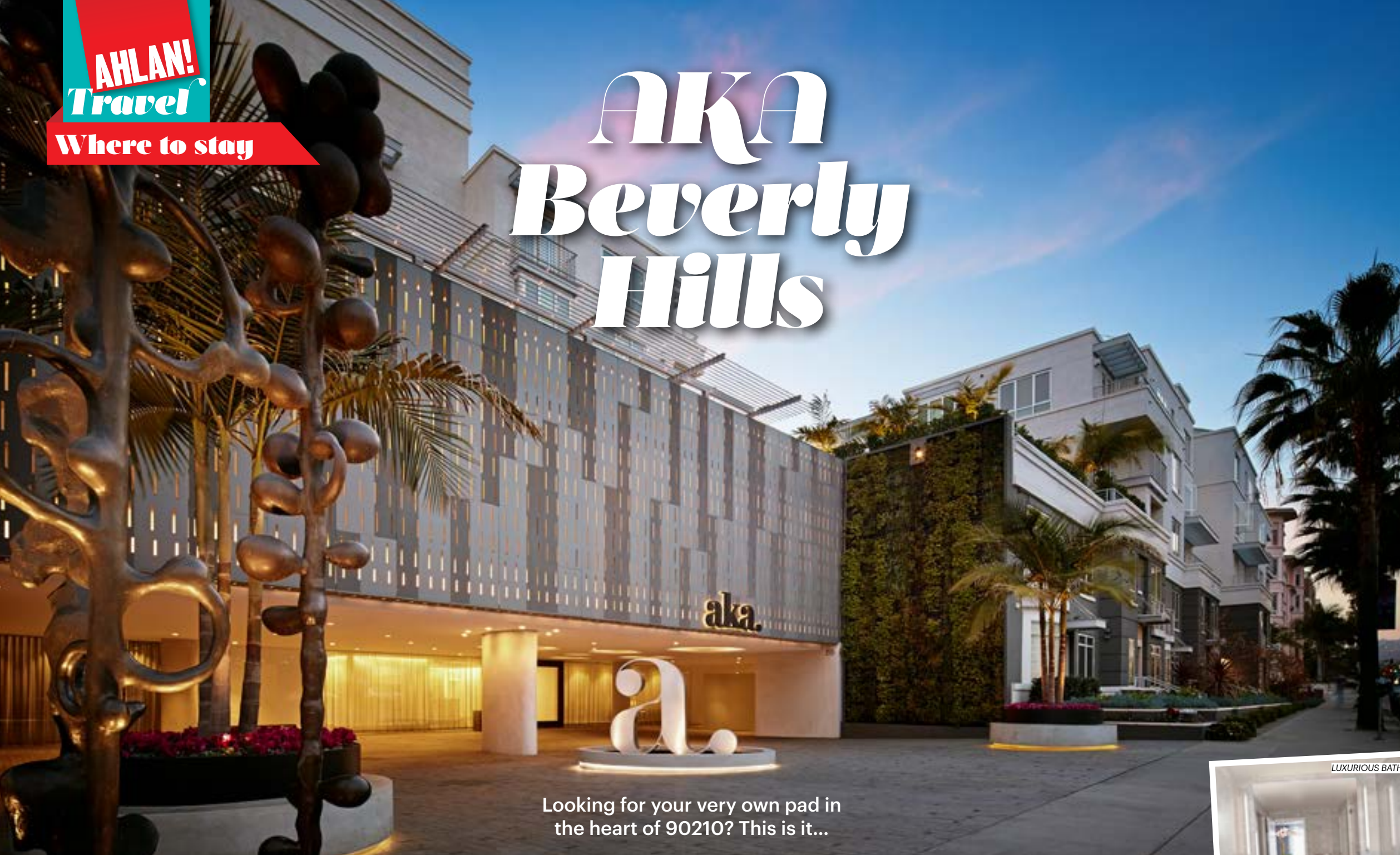


RELAX BY THE POOL



STAY IN STYLE

AKA Beverly Hills



Looking for your very own pad in the heart of 90210? This is it...

Beverly Hills has no shortage of fabulous hotels, but if you really want to feel at home among the celebrities, head straight to AKA Beverly Hills and start unpacking.

AKA is a brand of high-end serviced residences geared towards the entertainment industry. It's a hybrid of a hotel and a luxury residence, providing guests with hotel-like amenities, but giving them the space, anonymity and personalisation of a private home.

As a result, it's a hub for all the A-list celebs in town. Jennifer

Lawrence, Mandy Moore, Jane Fonda, Michael Douglas, Lee Daniels, Richard Gere, Andy Garcia and Maria Menounos have all checked in.

And it's easy to see why. Situated at Crescent Drive and Wilshire Boulevard, AKA is an exclusive and contemporary residential oasis that offers 88 spacious one- and two-bedroom furnished residences, private-access town houses and stunning penthouse suites, designed to deliver comfort for extended stays of one week or longer. The sleek furnishings of AKA Beverly Hills are distinct

from any other luxury extended stay properties in Los Angeles.

Residences boast fully equipped gourmet kitchens, custom contemporary furnishings, fireplaces, and private balconies, from which to take in views of Griffith Park and the iconic Hollywood sign.

Of course, amenities are also top of the range and include a sleek lobby with a café area serving coffee and tea in the mornings, a private residents' cinema and a high-tech fitness centre with Technogym equipment and a yoga area. Then there's the spectacular

outdoor residents-only lounge – a spacious landscaped terrace with fire pits, seating areas and spectacular views of the Hollywood Hills.

In terms of cuisine, the property offers one of the most exclusive in-suite dining experiences we've come across – Wolfgang Puck's legendary Spago! If you're keen to eat in the restaurant itself, (which is a genuine celeb hotspot, FYI), you'll be provided private access to Spago through AKA's lobby, and you'll be given preferred seating in the restaurant. Impressive, eh?

The location itself is just as impressive. Located in the heart of Beverly Hills, the property is within the Golden Triangle, providing convenient access on foot to the boutiques of the world-famous Rodeo Drive, Via Rodeo and Robertson Boulevard.

If you're in town for a few days and are keen to feel like an A-list resident of Beverly Hills, AKA will certainly do the trick. Just remember to play it cool when you bump into your real A-list neighbours in the corridors. **AHLAN!**

INFO: AKA Beverly Hills accepts reservations for stays of a week or longer. For more info and bookings, visit stayaka.com/aka-beverly-hills

WORDS: ANDRE NEVELING. PICTURES: SHUTTERSTOCK, SUPPLIED.



STYLE AND COMFORT



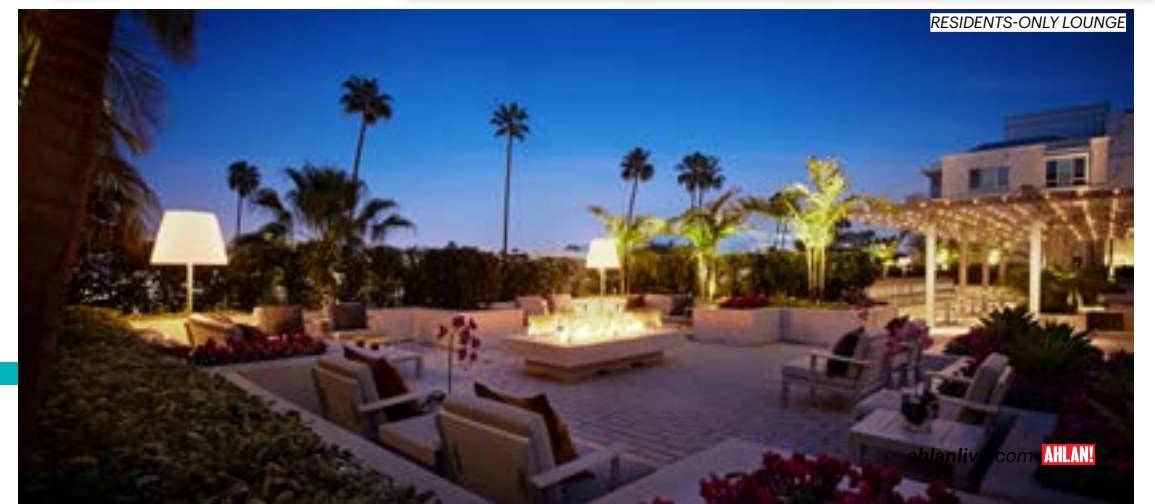
ROOM TO RELAX



LUXURIOUS BATHROOMS



FULLY EQUIPPED KITCHENS



RESIDENTS-ONLY LOUNGE