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## Beverly Hills' new 'Love Letter' film entices visitors with city's seductive history

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*Beverly Hills is known for its influence on luxury, fashion, hospitality, beauty, entertainment and culture. Image credit: Beverly Hills Conference and Visitors Bureau*

By STAFF REPORTS

The Beverly Hills Conference and Visitors Bureau has unveiled a new short film as an ode to the famed Californian destination, highlighting its influence on luxury, culture, fashion, beauty, entertainment and the arts.

Called "The Love Letter," the film runs three minutes and 21 seconds, delving into Beverly Hills' past, present and future. The story is a journey through the 5.71-square-mile territory's century-plus history with the goal to develop more interest in Beverly Hills as a shopping, vacation, dining, business and sight-seeing destination.

"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," said Julie Wagner, CEO of the Beverly Hills Conference and Visitors Bureau, in a statement.

"**The Love Letter**" was directed by BAFTA-winning film director Chris Cottam, with photography by Diego Uchitel. Celebrity stylist Petra Flannery dressed actors Anne Wile and Natalie Belmont as well as dancers Darriel Johnakin and Jake Moyle in outfits inspired by luxury fashion sold in Beverly Hills.

Film visuals include a glimpse of the past through archived black-and-white photography of palm-tree-lined streets and vintage clips from The Beverly Hills Hotel, known as the original 'Pink Palace.' This is 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," Ms. Wagner said in the statement.



*"The Love Letter" short film provides a then-and-now reflection of Beverly Hills' luxurious and star-studded heritage, taking viewers on a journey through the nearly 6-square-mile city's 100-plus year history. Image credit: Beverly Hills Conference and Visitors Bureau*

*Here is the film's script:*

The Love Letter

Let me tell you a story

We first met when you were young

And I helped to create

Some of your first memories

Now and forever imprinted in your heart

For I am a place of love and magic

But that is not the beginning of me

I was once the place where those who came in search of oil

Found water instead

When horses traversed my bridle paths

At the intersection of canyons and hope

And soon the stars aligned and called me home

Celebrities descending upon my hills

To see and be scene

And pose on red carpets

Their fame cementing mine

For I am the birthplace of pink palaces and grand homes

Where palm lined streets and verdant gardens form the backdrop

Of dreams come true

An oasis where anything is possible

A legacy to pass on to generations to come

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

As I am the place where arrival feels  
Like a fantasy brought to life  
Where wonder and dreaming  
Are always celebrated  
My applause the only encouragement needed  
To create new memories  
Laughter among the twinkling lights  
Romance under a setting sun  
A refreshing dip in cool blue waters  
A reminder that my beauty lives and breathes  
Now, it is your turn to tell a story  
Inspired by what was created and  
What has remained  
My gardens and boulevards the canvas  
For the possibilities you bring to life  
That will stand the test of time  
For I am a place of love and magic  
For those who dare to dream.  
*Love Beverly Hills*

*The Love Letter short film celebrates Beverly Hills with visual and oral storytelling. Video: Beverly Hills Conference and Visitors Bureau*

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