

FOR IMMEDIATE RELEASE:

The St. Regis San Francisco Unveils *Bespoke Bridal Package* for Brides-to-Be

What's Not to Love? Personalized St. Regis Service, Private Appointments at San Francisco's Top Bridal Salons and Remède Spa Skin Consultation

SAN FRANCISCO (April 7, 2011) -- The St. Regis San Francisco, one of the world's most admired hotels, offers newly engaged brides-to-be a chance to start their wedding journey in style with the *Bespoke Bridal Package*. *Bespoke Bridal* invites brides-to-be, their mothers and maids of honor to indulge in a weekend of bridal pampering. Complete with celebratory champagne, luxurious overnight accommodations, a visit to Remède Spa, and private appointments at top bridal salons to try on gowns by today's most sought-after designers, *Bespoke Bridal* is personally coordinated by St. Regis' renowned wedding specialist.

"*Bespoke Bridal* was created to simplify the start of the wedding process, because although becoming a bride-to-be is incredibly exciting, it can also be overwhelming," said Barry Peterson, director of catering and wedding specialist for the hotel. "Offering a chic and luxurious experience, this custom package will exceed even the most discerning brides' expectations and ensure they focus only on enjoying this special time in their lives."

Upon arrival, guests of *Bespoke Bridal* will be welcomed with champagne to start the festivities. Luxurious St. Regis accommodations will be outfitted with modish bridal magazines from San Francisco and across the country, providing an array of chic ideas and motivation for a weekend of pre-wedding pampering. *Bespoke Bridal* will commence with a personal consultation with Peterson who has orchestrated stylish weddings for high-profile clientele and A-list celebrities alike.

Custom created by St. Regis' wedding specialist, *Bespoke Bridal* will include must-dos and haves for any new bride-to-be and their bridal party, including shopping for "the dress." Trying on wedding gowns for the first time is arguably the most exciting part of an engagement for the

bride, her mother and her closest friends. *Bespoke Bridal* elevates this once-in-a-lifetime experience by coordinating private appointments at San Francisco's top bridal salons representing prestigious designers such as Oscar de la Renta, Marchesa, Carolina Herrera, Jenny Packham, Amsale, Vera Wang, Monique Lhuillier, Lazaro and Rivini, as well as custom couture wedding gowns for the distinctive bride.

On day two, brides-to-be will fall even deeper in love with *Bespoke Bridal* after a visit to the 9,000-square-foot Remède Spa at The St. Regis San Francisco, the city's only Forbes Four Star-rated spa. The pampering will begin with signature champagne and truffles and will continue with Remède Manicures and Pedicures. The bride-to-be will also receive a personal skin consultation with a Remède Spa esthetician, who will make certain she is on the path to a radiant and glowing face for the big day.

Rates for the *Bespoke Bridal Package* at The St. Regis San Francisco begin at \$675, based on double occupancy, and include the following lavish services and amenities:

- One night stay in a luxurious Deluxe Guestroom
- In-room champagne
- Personal bridal consultation with St. Regis' wedding specialist
- Remède Manicure and Pedicure for two
- Personal skin consultation with a Remède Spa esthetician
- Private appointments at San Francisco's top bridal salons
- Offered for two people with an added per person charge for additional guests

Ideal for brides-to-be treating their mothers and bridal parties, or as an engagement gift, *Bespoke Bridal* captures and celebrates the joy of this once-in-a-lifetime journey.

The *Bespoke Bridal Package* is offered throughout 2011 and must be booked with two weeks advance notice. For reservations, please contact Nicole Holland, 415.284.4070 or nicole.holland@stregis.com.

Guests of The St. Regis San Francisco have access to St. Regis' personalized services and amenities, including 24-hour concierge and room service, nightly turndown service, and the signature St. Regis Butler services. An expansive private fitness center with state-of-the-art

fitness equipment and a yoga studio are available for hotel guests as well as a 50-foot heated indoor infinity pool. For more information, visit www.stregissanfrancisco.com.

About The St. Regis San Francisco

The St. Regis San Francisco opened in November 2005, introducing a new dimension of luxury and timeless elegance to the city of San Francisco. The 40-story landmark building, designed by Skidmore, Owings & Merrill, includes 100 private residences rising 19 floors above the 260-room St. Regis Hotel. From legendary butler service, “anticipatory” guest care and impeccable staff training to the signature Remède Spa, luxurious amenities and interior design by Yabu Pushelberg of Toronto, The St. Regis San Francisco delivers an unmatched guest experience. The St. Regis San Francisco is located at 125 Third Street. Telephone: 415.284.4000. Web site: www.stregissanfrancisco.com.

About St. Regis Hotels & Resorts

Combining classic sophistication and modern luxury, the St. Regis brand remains faithful to its commitment to excellence. Founded by John Jacob Astor IV, with the opening of the first St. Regis Hotel in New York City over a century ago, The St. Regis brand of hotels is known for its unique luxury dimension, customized service and refined elegance, in the best destinations worldwide. Plans for this brand to globally continue its legacy include long-awaited St. Regis properties in Bahia Beach, Puerto Rico, Bal Harbour, Deer Crest and Hawaii in the US and on the exclusive island of Bermuda. In Latin America, St. Regis will unveil new hotels and resorts in Buenos Aires and Kanai Riviera. In Asia, St. Regis has also announced plans to open properties in Bangkok, Chengdu, Kuala Lumpur, Lhasa, Nanjing, Osaka, Sanya Yalong Bay and Tianjin. In Africa and the Middle East, the St. Regis brand will continue to expand in Abu Dhabi, Cairo, Doha and Mauritius. The distinctive trait of the St. Regis experience is customized service and attention, coveted locations and luxurious design. For more information on The St. Regis Hotels & Resorts, please visit www.stregis.com.

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