

Fred Segal

LENDING LIBRARY

LOOK, SEE, FEEL, BE, LOVE... BORROW

Fred Segal Lending Library Debuts at Loews Santa Monica Beach Hotel

SANTA MONICA, Calif. (Aug. 23, 2011) – Fred Segal, the world-renowned boutique synonymous with what’s hip, trendy and essential in fashion, is making its hotel debut with the introduction of Loews Santa Monica Beach Hotel’s “Fred Segal Lending Library,” a collection of on-loan jewelry, purses, sunglasses and other ultra-hip, must-have style accessories.

“This new lending library is designed to be both fun and functional, and gives our guests a chance to experience one of Los Angeles’ most iconic shopping destinations,” said Michael Fox, chef concierge at Loews Santa Monica Beach Hotel.

Offered through an exclusive partnership with Fred Segal Santa Monica, the Fred Segal Lending Library allows guests of Loews Santa Monica Beach Hotel to borrow everything from designer reading glasses and cufflinks to this season’s hottest cocktail rings and clutches. All items were hand-selected by Kirsten Segal, director of marketing and event planning, at Fred Segal.

“When merchandising the library, I thought of items I forgot to pack in the past and wished I had the opportunity to borrow from a hotel,” said Segal. “I focused on accessories because I felt guests would forget to bring those little details or would be more inclined to borrow something fun for the weekend that they didn’t already own.”

Loews’ Fred Segal Lending Library features close to 50 accessories for women, men, children and even pets. Items range from an \$8.99 children’s book to a \$495 silver evening clutch. Included in the collection are embellished scarves, layered necklaces, oversized stone cuffs, chunky bangles, aviator and fold-up sunglasses, belts, totes, woven leather purses and stylish dog toys.

Located six blocks from the hotel, Fred Segal Santa Monica has become a Los Angeles institution renowned for impeccable service and trend-setting fashion, attracting style-conscious consumers, ambitious young stylists and celebrities. More than 30 storeowners make up the Fred Segal family of boutiques, including Fred Segal Rocks, Fred Segal Eyes and the newest, AviatorNation.

The Fred Segal Lending Library is available exclusively at Loews Santa Monica Beach Hotel. The service is complimentary for guests who purchase a suite at the hotel only. From now until December 30, the hotel is offering a special “Suite Deal” package that includes overnight accommodations in a grand suite, access to the library, complimentary parking, internet and a welcome amenity.

For reservations or more information on the Suite Deal, please call 800-23-LOEWS or visit www.loewshotels.com/en/specials/promotions/suitedeal. For more information on the Fred Segal Lending Library, please visit www.loewshotels.com/santamonica.

About Loews Santa Monica Beach Hotel

Situated on the edge of the Pacific, Loews Santa Monica Beach Hotel is one of Los Angeles’ most celebrated beachfront hotels. A top-to-bottom makeover brings exquisitely-restored marble floors, a beautifully reconceived lobby and a transformed oceanfront pool deck with oversized loungers and sleek cabanas that can be enjoyed while soaking up a magnificent sunset. Additional hotel features include 342

spacious guestrooms and suites, two restaurants and lounges and immediate proximity to Santa Monica's premier attractions.

Follow us on Facebook at <http://facebook.com/LoewsSantaMonicaBeach>.

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