

S O F I T E L
HOTELS & RESORTS

LOS ANGELES AT BEVERLY HILLS



SOFITEL LOS ANGELES AT BEVERLY HILLS TRANSFORMS FOR THE HOLIDAYS WITH 'CHRISTMAS COUTURE' DESIGN FEATURING CELEBRITY FASHION DESIGNER NATALIA FEDNER

French elegance meets LA glamour as the hotel and fashion designer create a haute couture Christmas

LOS ANGELES – Nov. 23, 2019 - [Sofitel Los Angeles at Beverly Hills](#) is ringing in the holidays with Art De Noel, the annual Christmas rendezvous that unites Sofitel hotels worldwide. Inspired by the world of haute couture, this year's theme of 'Christmas Couture' invites guests to be dazzled by a distinctive design experience with a touch of French elegance and "art de vivre", to "live the French way".



While the theme emphasizes the chicness of French haute couture, the fashion influences of the City of Angels represent the glitzy glamour. To blend the two opposite yet complementary worlds to life, the hotel is partnering with American fashion designer [Natalia Fedner](#), who is best known for her unorthodox use of metal textiles and knit evening wear. Educated in Paris and New York City, the *Project Runway* star is recognized for creating avant garde pieces for celebrities including Beyoncé, Jennifer Lopez, Janet Jackson, Cher, Charlize Theron, Kim Kardashian, and Lenny Kravitz. In collaboration with French mannequin company [Window France](#), Fedner is transforming Sofitel Los Angeles into a modish fashion maison for the holidays by using their extraordinary abstract mannequins to showcase her artistic creations. From Dec. 1, 2019 through Dec. 31, guests can experience the one-of-a-kind holiday decor they won't find anywhere else.



Fedner's garments and jewelry will be on display throughout the hotel, as well as utilized for



unexpected yet glamorous holiday decor, from festive garlands to one-of-a-kind tree ornaments. Her signature, patent pending textile is a 100% stretch metal that instantaneously molds to the body, adopting the heat of the wearer within 15 seconds. Using gold, rose gold and silver-plated metals, Fedner's wearable art will add glittering and alluring appeal to traditional holiday decor. Guests will marvel at the rare pieces that adorn the hotel, as well as the eye-catching Window France mannequins situated at the entryway, concierge and 30-foot Christmas tree.

Whether a local Angeleno or afar traveler, guests and visitors can take home a piece of the The Art De Noel 'Christmas Couture' experience by Sofitel Los Angeles. Fedner's spectacular garments and exclusive ornaments from the Sofitel tree will be available for purchase, price upon request.

A mecca of intriguing design bursting with Instagram-worthy moments, Sofitel Los Angeles will be dressed to impress this holiday season. See the Christmas Couture winter wonderland for a limited time from Dec. 1, 2019 through Dec. 31.

About Sofitel Los Angeles at Beverly Hills

Sofitel Los Angeles at Beverly Hills is a stunning hotel in LA offering elegant luxury accommodations and dramatic decor with an ambiance that combines see-and-be-seen excitement and the calm of an urban resort. Ideally situated on the corner of La Cienega and Beverly Boulevard, opposite the Beverly Shopping Center, this West Hollywood hotel is conveniently located near Cedar Sinai Medical Center, Rodeo Drive, Melrose Avenue, and Sunset Boulevard. Discover a unique blend of French fashion mixed with Hollywood glamour at this elegant hotel offering 295 rooms on 10 floors including 28 suites all featuring Sofitel's luxurious feather top and state-of-the-art technology. Make the most of Sofitel Los Angeles's numerous onsite amenities from the 2,500-square-foot gym SoFIT to the French cosmetology SoSpa and the Celebrity Hair Salon LeSalon. Have breakfast at our farm-to-table breakfast restaurant Esterel, join us for lunch or dinner at Cattle & Claw, our burgers and lobster SoCal Eatery and finish the night at Riviera 31 Lounge Bar for a night of breathtaking live music and unforgettable cocktails.

www.sofitel-los-angeles.com

About Natalia Fedner

Natalia Fedner is a couture designer based in New York and Los Angeles who was educated in Paris and New York. Natalia is most well known for creating avant-garde designs and jewelry for celebrities including Beyoncé, Jennifer Lopez, Cher, Janet Jackson, Lenny Kravitz, Charlize Theron, Kristen Stewart, Sharon Stone, Shakira, Kim Kardashian, Kendall Jenner, Kylie Jenner, Khloe Kardashian, Kourtney Kardashian, Tiffany Haddish, Teyana Taylor, Kristin Chenoweth, Pamela Anderson, Bebe Rexha, Keke Palmer, Laverne Cox, Rose McGowan, Steve Aoki, and others. During her studies and after graduating from Parsons School of Design, Natalia interned and worked for Calvin Klein Collection, Donna Karan Collection, and Marc Jacobs. Her designs have been on runways in Paris and NYC, and featured in the prestigious windows of Bergdorf

Goodman and Saks Fifth Avenue in NYC. Magazines highlights include *Vogue*, *Harper's Bazaar*, *Elle*, *The Cut*, *L'Officiel*, *Sports Illustrated*, *Esquire*, *Maxim*, *Complex*, and *Galore*. While competing on *Project Runway*, she created the first working mechanical dress in the history of the series.

<https://nataliafedner.com/>

About Window France

WINDOW FRANCE is one of the worlds' leading designers and manufacturers of shop window mannequins. WINDOW FRANCE's is built on its reputation of quality of build, new product design and innovation. Based in the South of France, the company was started over thirty years ago by Jean Marc MESGUICH (1982) and is known for its audacious and original look in innovative designs. WINDOW FRANCE has proved its capacity to create highly contemporary product lines that bring modernity and style to the fashion world. WINDOW FRANCE is a supplier of mannequins & decor to some of the world's most successful international fashion groups, where not only product design counts in the commercial relationship but also reliability, performance and a rigorous respect for delivery deadlines. WINDOW FRANCE has taken a further step into the future with the creation of THE DNA FACTORY™, a very first in the mannequin industry, a unique service for producing mannequins with each brand's personal DNA. This new evolution in mannequin development changes the whole perspective of the creation process, a change of methods, principles and philosophy. This new process opens up new possibilities in design capability as well as in the speed of development with a team of experts and revolutionary 3D technology. WINDOW FRANCE has also a policy of continuous research to apply more ecological solutions to production methods and materials.

<http://www.windowfrance.com>

MEDIA CONTACTS:

Sofitel Los Angeles at Beverly Hills
Cecile Sandral
Marketing & Public Relations Manager
310.358.3944
Cecile.SANDRAL@sofitel.com

Trisha Davis
Ballantines PR
310.454.3080
trisha@ballantinespr.com

NATALIA FEDNER

