

INDUSTRY NEWS

Halcyon Blue named as official amenity for Hotel Bel-Air

Australian-made Halcyon Blue, known in Australia as *Serendipity*, was imported as the official amenity for one of the world's most notable luxury properties, Hotel Bel-Air, in August 2008. After using the American brand, Kiehl's, for almost 20 years, Halcyon Blue by Val Harding has become the new luxury bath amenity for the celebrity and social-studded enclave.

During its first month in the property, Halcyon Blue, which consists of but not limited to shampoo, hair conditioner, body balm, bar soap of 50 grams has been incredibly well-received from the elite guests with comments from Hotel Bel-Air Presidential Suite visitors.

Said Director of Finance & Operations, Ed Anonas, "The response to the Halcyon Blue amenity products has been incredible. A recent guest in our Presidential Suite commented that Halcyon Blue was one of the best products they had ever experienced while traveling. We are thrilled to have such a quality product at Hotel Bel-Air."

The product has also been reviewed by the LA Times, ForbesTraveler.com, Hotel Bel Air Magazine, Hotel Business and Hospitality & Design Magazine with additional American media about to be published. Halcyon Blue has been so well-received by the American press that the media is eager to have a retail line so that they can promote it as a "gift of aspiration" so people can buy the product and not necessarily stay at the high-end Hotel Bel-Air. ■



Top: Val Harding, Managing Director, Interior Images, Ed Anonas, Director of Finance & Operations, Hotel Bel-Air, Kate Harding, Sales and Marketing Manager, Interior Images, with William May **Above:** Val and Kate Harding