



## **VICEROY HOTELS AND RESORTS UNVEILS LUXURIOUS WEDDING EXPERIENCE**

*Luxury Destinations Partner with Marchesa and Lenox  
to Create the Ultimate Romance Offering*

(Los Angeles, CA) – April, 2013: The breathtaking moment when a bride appears in front of her groom can only be accentuated by the inspiring backdrop and location of this life-changing event. **Viceroy Hotels and Resorts'** latest collaboration with couture women's designer **Marchesa** sets the stage for the ultimate in a wedding experience. The two brands have brought to life a bride's journey on the most memorable day of her life by featuring a cutting-edge experiential video and an extravagant package offering that will give any bride and groom the highest admiration from loved ones on their first day forward as husband and wife.

As a leader in the destination luxury travel industry, Viceroy Hotels and Resorts elevate weddings, honeymoons and anniversaries through transcendent and personalized experiences. From beachfronts to mountaintops, spa bridal showers to sunset martini nights for bachelor parties – and of course wedding ceremonies and receptions – Viceroy offers comprehensive wedding services that are unsurpassed.

Viceroy looked to creative director Mark Humphrey, founder of the Xperience Factory, to helm the sublime video showcasing authentic vignettes of wedding celebrations at different Viceroy properties. By creating this stylized film that highlights distinct features of each Viceroy location, brides will get an inspirational portrayal of their wedding or honeymoon. The Marchesa partnership also introduces Lenox by Marchesa, a unique line of china that complements the opulent style of a Viceroy wedding. The film captures the crystal blue waters of Anguilla and St. Lucia, the picturesque beaches of Riviera Maya, the sophisticated setting of Beverly Hills' L'Ermitage, and the grandiose mountain valley of Snowmass, Colorado, showing that all Viceroy properties offer breathtaking landscapes and superior service for the ideal wedding celebration of any kind.

As part of this experiential video launch, Viceroy is offering a once-in-a-lifetime wedding celebration package, the \$500,000 **Viceroy Destination Wedding Package**:

- A Marchesa bridal gown
- Fitting and alterations by exclusive couture tailor Madame Paulette in New York
- A complete Marchesa for Lenox china set (12 settings)
- A 3-night destination wedding for up to 75 guests at the Viceroy Hotel or Resort of your choice, which includes a Welcome Reception, Rehearsal Dinner, and Wedding Ceremony and Reception
- 60 Guestrooms at any Viceroy Hotels and Resorts property for the three nights of the wedding

“Each Viceroy property evokes an incredible and singular wedding experience,” remarks **Azadeh Hawkins, AVP of Marketing Communications and Brand Management for Viceroy Hotel Group**. “Working with Marchesa, Lenox and Xperience Factory brings these special moments to life, and we look forward to brides and couples discovering all that Viceroy has to offer.”

### **About Viceroy Hotel Group**

[Viceroy Hotel Group](#) delivers one-of-a-kind lifestyle experiences that bring together provocative design and intuitive service in sought-after locations. Signature brand amenities and services created for the diverse business and leisure guests include dynamic dining venues featuring world-class culinary talents and destination spas specializing in health, fitness and beauty. Current properties include hotels and resorts in **Abu Dhabi, Anguilla, Beverly Hills, Maldives, Miami, New York, Palm Springs, Riviera Maya, San Francisco, Santa Monica, Snowmass, St. Lucia** and **Zihuatanejo** with forthcoming openings in **New York, Istanbul** and **Bodrum, Turkey**.

### **Media inquiries:**

Maggie Porges or Carran Gannaway, LaForce + Stevens  
viceroypress@lforce-stevens.com  
Tel: (212) 242-9353

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