

BULGARI HOTELS & RESORTS SIGNS AGREEMENT FOR LOS ANGELES PROPERTY



A birds-eye view rendering of the boutique 58-room Bulgari Resort Los Angeles (Courtesy of SAOTA)

Rome – October 13th, 2021 – Bulgari Hotels & Resorts, the Jeweler of Hospitality, is proud to announce that an agreement has been signed with owner and developer Gary Safady, for a new luxury resort in Los Angeles. The new Bulgari Resort, scheduled to open in 2025, is set to be the second Bulgari property in the US, following the opening of the Miami property in 2024. The Bulgari Resort Los Angeles is expected to be the twelfth gem in the Bulgari Hotels & Resorts collection.

The Bulgari Resort Los Angeles, located in the majestic Santa Monica Mountains, less than five miles from Rodeo Drive, will be nestled amongst 33 acres of a stunning hillside park, surrounded by natural wildlife and remarkable views. Plans call for 58 rooms and suites, eight private estates and the signature Bulgari II Ristorante - Niko Romito – as well as a 10,000 square foot Spa, a state-of-the-art-gym, offering Bulgari's exclusive Workshop training method, a cinema and an exclusive eight-seat sushi bar.



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A good portion of the hotel's guest rooms and suites will be located in secluded bungalows studded across the eastern half of the property, adjacent to the property's carefully curated amenities.

The Resort's eight stunning residential properties will range in size from 12,000 to 48,000 square feet, each with private land of at least one acre and as large as five. The unrivaled topography of Los Angeles' canyons, allows for vast open space and privacy, giving each home a distinctive setting while preserving the area's ridgeline and protecting its flora and fauna.



A rendering showcasing one of the luxury bungalows at Bulgari Resort Los Angeles, nestled naturally within the landscape of the majestic Santa Monica Mountains (Courtesy of SAOTA)

Drawing inspiration from the surrounding natural environment, the contemporary architecture of the building will be curated by the well-known South African design firm Studio SAOTA, while the Milanese architectural firm Antonio Citterio Patricia Viel, that designed all the other Bulgari Hotels projects, will bring Italian design to the building's interiors.

Additionally, the Bulgari Resort Los Angeles's landscape design will be created by the award-winning Swiss landscape architect firm, ENEA, known for its work on the internationally recognized Tree Museum as well as his design of the Bulgari Hotel Beijing iconic garden. The combination of these internationally recognized design firms is set to create one of the most integrated, environmentally sensitive developments that the community and the City of Los Angeles has been presented with in a generation.

The resort, formerly known as The Retreat, will be built in line with the most stringent environmental criteria certified by LEED and only the highest sustainable building practices will be used to ensure minimal environmental impact.



Furthermore, to honor and prioritize the canyon's biosphere and natural habitats, hundreds of old-growth and native canopy trees are being preserved while approximately 1,000 additional mature trees will be planted and integrated with the terrain to provide shade and habitat for wildlife. Ponds, dry riverbeds, and vegetated bioswales will also be implemented around the property to capture and filter storm water and provide natural hydration for plants. The Bulgari Hotels & Resorts team will continue its history of making sure that their properties serve as a home to local wildlife for generations to come.

The project is subject to the final approvals of the City Council and Planning Authorities of the City of Los Angeles.

Bulgari's CEO Jean-Christophe Babin said: *"We are extremely happy and proud to announce the signing of definitive agreements to develop the new Bulgari Resort in Los Angeles, the capital of cinema and art which has always been a major Bulgari inspiration from the time of Liz Taylor to the most recent Academy Awards. The new Bulgari gem represents an extraordinary achievement for the brand to establish in such a key destination for the luxury industry. Following the signing of Bulgari Hotel Miami Beach, we are excited to expand into the US market providing our remarkable Roman jeweler hospitality experience."*

Bulgari Resort Los Angeles' developer Gary Safady adds: *"We are delighted to partner with Bulgari Hotels & Resorts to bring the most sophisticated and luxurious retreat to Los Angeles. Bulgari is the epitome of luxury lifestyle and we look forward to creating an unparalleled experience of indoor/outdoor living through our enclave of suites, bungalows and private homes that truly embrace and support the surrounding environment and wildlife. The eight extraordinary private estates will be available for sale in the near future."*

Safady adds: *"As part of our ongoing commitment to the City of Los Angeles, the surrounding community and the environment, we will be supporting several non-profit initiatives in Los Angeles, including but not limited to, a seven-figure contribution as part of our effort to ensure this project continues its focus of using business as a force for good."*

Chris Hannan, Executive Secretary for the Los Angeles/Orange Counties Building and Construction Trades Council, AFL-CIO notes of the project: *"I, along with the Building Trades Council, stand side-by-side with Gary Safady to bring the exciting Bulgari Resort Los Angeles to life. As a former union card holder, Gary has continued to demonstrate his long-time commitment to working families and we look forward to constructing this resort with him on this environmentally friendly project that we trust will fund hundreds of good union jobs, bring money to the city, preserve open canyon space, and welcome the community to engage with the project."*

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About Bulgari Hotels & Resorts

Unique locations in harmony with the surrounding areas, the blend of traditional design with dramatic contemporary Italian architecture by the architectural firm Antonio Citterio Patricia Viel and superior service crafted with the same attention to quality that has always



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distinguished Bulgari creations. These are the key elements that characterize The Bulgari Hotels & Resorts collection.

For all the hotels, the approach is the same: the design of the interiors is strongly rooted in the traditions of the place, and careful attention is paid to every detail in a tribute to absolute luxury.

The Bulgari Hotels & Resorts collection features the distinctive, bold Italian style typical of Bulgari, reflected in its unique design, its contemporary Italian cuisine and its lavish spas. It conveys the excitement of the Bulgari brand, its timeless glamour and its magnificent Italian jewelry heritage.

Having grown from a collection of three iconic Hotels & Resorts in Milan, London and Bali, Bulgari Hotels & Resorts has recently been enriched by the Beijing, Shanghai and Dubai properties. In addition to the most anticipated opening in Miami Beach, four new Bvlgari Hotels are due to open between 2021 and 2023 in Paris, Rome, Moscow and Tokyo.

About Bulgari

Part of the LVMH Group, Bulgari was founded in Rome in 1884 as a jewellery shop. Known as the magnificent Roman jeweller and master of coloured gems, Bulgari has established a worldwide reputation for Italian excellence and enjoys renowned for its exquisite craftsmanship. The company's international success has evolved into a global and diversified luxury purveyor of products and services, ranging from fine jewels and high end watches to accessories and perfumes, and featuring an unrivalled network of boutiques and hotels in the world's most exclusive shopping areas.

Demonstrated through its numerous philanthropic partnerships, Bulgari deeply believes in innovating the present for a sustainable future through its commitment to Corporate Social Responsibility and giving back – to nature and to the community.

About Safady

Investor/developer Gary Safady has spent the last 25 years successfully developing millions of square feet of real estate projects across the U.S. Safady, the owner of the forthcoming 33-acre Bulgari Resort Los Angeles, formerly known as The Retreat, is a leader in the development community with experience in private and public projects including mixed-use developments, hotel development and operations. In addition to real estate, Safady is a passionate film-maker and producer; and an active investor/entrepreneur in sustainable companies and private equity.

