

SHINE

DENVER'S LUXURY

LIFESTYLE MAGAZINE

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A GENERATION

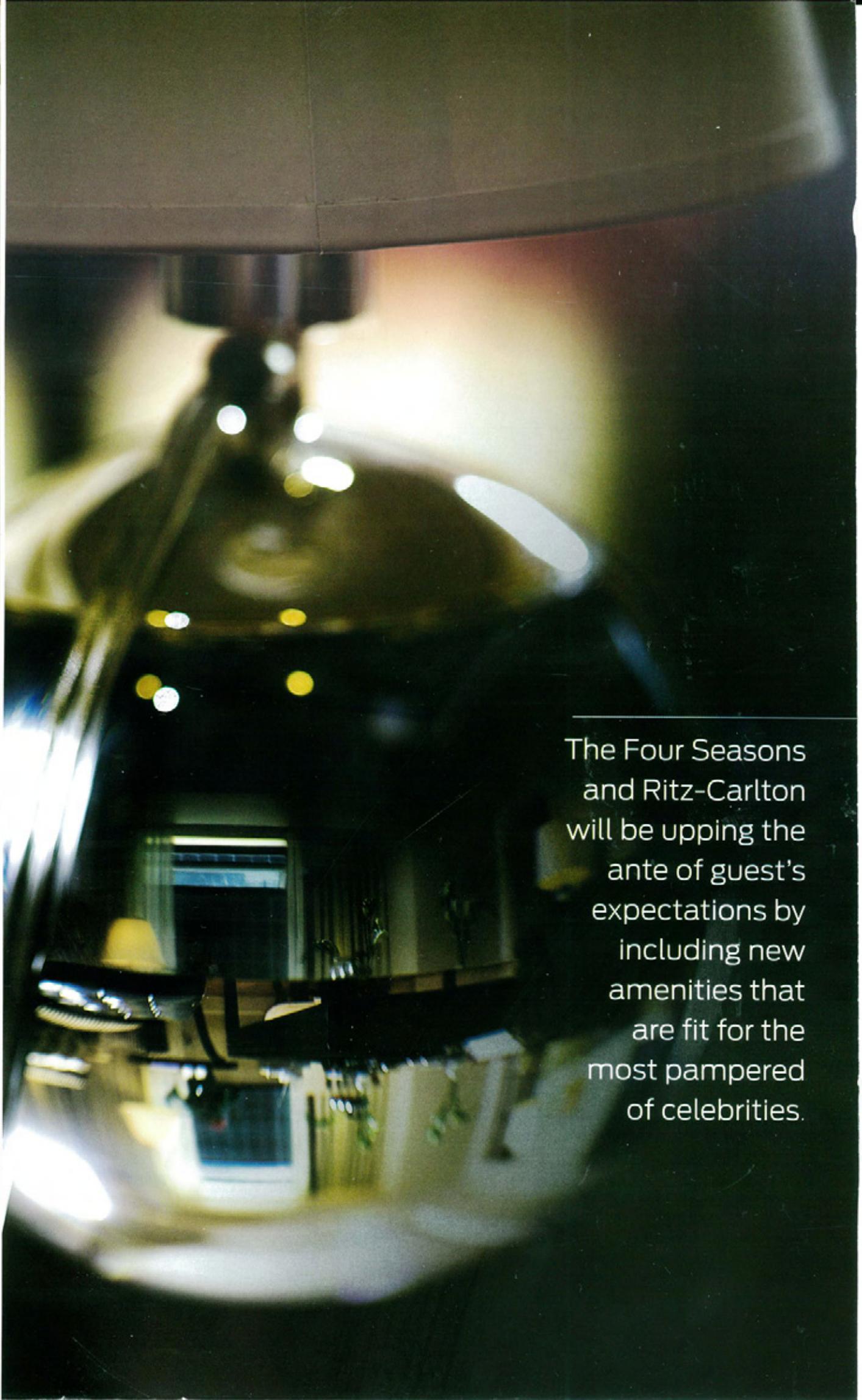
PREMIERE ISSUE

DENVER'S TIME TO SHINE

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Denver Checks-In

THE RITZ-CARLTON AND
FOUR SEASONS WILL SOON
CALL DENVER 'HOME'

With hotels and private residences under construction, the Ritz Carlton and Four Seasons are promising to provide a whole new hotel experience and standard of luxury living to Denver's growing tourist and economic scene.

"Around 15 years ago, hardly anyone was moving into downtown Denver," said Charlie Biederman, managing partner of the Ritz-Carlton ownership team. "Now there's an influx of a great many new units, condos and restaurants. Activities are increasing and as a result, there's a vibrancy that's developing in the downtown area. Up until this time, there really hasn't been any true luxury hotel downtown."

Sure, Denver's Brown Palace Hotel is a far cry from some dingy hole-in-the-wall, but after providing luxury accommodations to its guests for over a century, new hotels, with a fresh breath of sophistication and class, are a welcomed addition to the city's selling points.

The Four Seasons and Ritz Carlton will be upping the ante of guest's expectations by including new amenities that are fit for the most pampered of celebrities. As typically associated with five-star hotels, the level of lavishness and decadence might prove impossible for other hotels to emulate.

"Every element that goes into the hotel - from the smallest details of the hand towel, the bedding, the furniture, the room service, the personal services - it just pushes it a notch over the competition," said Biederman. "It's all about the exponential amount of detail that is concerned in the design, construction and operation of a Ritz Carlton, which is unequaled."

Both the Ritz-Carlton and Four Seasons will incorporate a host of facilities that will help to validate the steep price of a night's stay. Some of these services include: a restaurant, lobby lounge

and bar, a fully equipped health and fitness center, full-service spa, rooftop pool area with dining and bar, a ballroom and a business center.

On top of the hundreds of available rooms for overnight guests, the Ritz-Carlton and Four Seasons will also be comprised of private residence for purchase. These rooms are priced in the multi-millions and can be as spacious as over 6,000 square feet. The perks of owning a room at these hotels encompass every aspect of daily life that one could imagine. Every little detail of every possible necessity is taken care of for the residents, from arranging a limo to the show to watering the houseplants.

The owners and developers of the Ritz-Carlton and Four Seasons feel confident that the Denver community will be quite capable of supporting this type of high-end living, due to the recent growth in Denver as an economic and travel hot spot.

"THE ARRIVAL OF THE FOUR SEASONS AND THE RITZ-CARLTON HOTELS AND PRIVATE RESIDENCES IS YET ANOTHER SIGN OF DENVER'S GROWING STATURE AS A WORLD-CLASS CITY,"

said Denver Mayor John Hickenlooper. "These new developments will offer residents and visitors alike the opportunity to experience downtown's vibrant cultural institutions, nightlife, shopping and dining."

True, it may be that there's no place like home, but if you could get your car polished, your dog groomed, your dry cleaning done, and your room cleaned while you relax in a spa with a drink in one hand while the other gets a manicure, you might just decide that calling 'home' anywhere other than a five-star hotel is just sub-par.

"When every element is brought together, where you're dealing in superlatives, from a standpoint of service, from a standpoint of quality of materials, from a standpoint of attitude, from a standpoint of dedication, all of these things, when you settle for nothing less than the best, this contributes to the very definition of luxury," said Biederman.

By ERIC KLAMPER

