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**ISLAND HOTEL EMERGES AS FASHION ISLAND HOTEL**  
*New Name Complements Area's Sophisticated Community and Chic Style*

NEWPORT BEACH, Calif. (December 8, 2017) – Reinforcing and reflecting its connection to the greater Fashion Island area, Island Hotel Newport Beach has changed its name to Fashion Island Hotel.

“Adding ‘fashion’ to the hotel name bolsters the alignment between these two important properties while emphasizing Fashion Island as an iconic and luxury destination,” said Ralph Grippo, president of Irvine Company Resort Properties. Irvine Company owns and operates both Fashion Island and Fashion Island Hotel. “We are always looking for innovative ways to engage with and meet the needs of our guests – packaging the hotel and Fashion Island together is a win win for both the company and our customers.”

As part of the renaming, the hotel will be closely aligned with Fashion Island – integrating amenities and activities and offering perks such as a Fashion Island Gift Card program, a personal shopper, trunk shows with various fashion designers and a trolley to transport guests to and from each destination.

Renaming efforts will include a new website, signage, logo and collateral materials; cocktails inspired by fashion designers, and newly inspired food and beverage presentations for groups and private events.

An enduring Orange County icon, Fashion Island is celebrating its 50<sup>th</sup> anniversary this year and has evolved into an upscale shopping destination and experiential lifestyle center with a diversity of culinary, entertainment and shopping options. The Irvine Company developed Island Hotel Newport Beach in 1986 and assumed management of the hotel in November 2005.

Gerard Widder, general manager of the 295-room hotel, says Fashion Island is an iconic example of Newport Beach culture, attitude and lifestyle. “Adding ‘fashion’ to the hotel name reinforces our location and personality,” he said. “Our hotel offers a unique experience – with all the activities and amenities of Fashion Island and Newport Beach just steps away. This latest move helps further convey that.”

“The properties have always complemented one another and now that they are more closely aligned,

both help complete the culture of the Fashion Island area – fortifying our commitment to its position as an important destination for local, regional and international business and leisure travelers,” Widder added.

The hotel’s renaming comes on the heels of an 18-month transformation in which all 295 guest rooms and public areas were refreshed and updated. Additional highlights include Oak Grill – an airy, light-filled restaurant featuring a 2,100-square-foot deck for al fresco dining; an updated resort-style pool area with a redesigned contemporary poolside bar, private cabanas and plush modern furnishings; a refurbished fitness center with new Matrix equipment and easy access to the luxurious pool area; a remodeled event space including the largest ballroom in Newport Beach; an indoor/outdoor Cabana Room with glass panels opening to a private, heated terrace; and Aqua Lounge – featuring a 360-degree bar and an interactive mixology format.

### **About Fashion Island Hotel**

Located adjacent to Fashion Island, an open-air lifestyle center in Newport Beach, Fashion Island Hotel is a luxury coastal hotel offering breathtaking ocean, harbor and cityscape views. Fashion Island Hotel features 295 guestrooms and suites, more than 23,000 square feet of event space, the largest ballroom in Newport Beach, a spa, fitness center and resort-style pool. Fashion Island Hotel is one of three hotels in the world-class Coastal Collection portfolio of Irvine Company Resort Properties® including Pelican Hill Resort and Hotel Irvine. With nearby pristine beaches, world-class golf, water sports and other outdoor activities, Fashion Island Hotel is the social center of Newport Beach, one of California’s most desirable beach cities located about 45 minutes south of Los Angeles. For more information, please visit [www.FashionIslandHotel.com](http://www.FashionIslandHotel.com).

### **About Fashion Island**

As Orange County’s premier coastal shopping experience, Fashion Island features exclusive specialty boutiques, world-class department stores and a diverse assortment of restaurants and cafes. With nearly 16 million visitors a year, Fashion Island offers a sophisticated yet relaxed, resort-like atmosphere that is distinctively Southern California, with pristine views of the Pacific Ocean. Owned by Irvine Company, Fashion Island is home to Orange County’s only Neiman Marcus, as well as Nordstrom, Bloomingdale’s, Bloomingdale’s Home Store and Macy’s– in addition to AG, Alice + Olivia, Rodd & Gunn, Nespresso, American Tea Room, Urban Decay, NIKE, SoulCycle, Trina Turk, Vince, Joie and ViX by Paula Hermann. Fashion Island also features acclaimed restaurants such as Sushi Roku, FIG & OLIVE, Red O, CUCINA enoteca, Hopdoddy Burger Bar, Lemonade, True Food Kitchen and R+D Kitchen. For more information, please visit [www.ShopFashionIsland.com](http://www.ShopFashionIsland.com).

### **About the Irvine Company**

The Irvine Company® is an internationally renowned real estate development company known for its award-winning master-planned communities, its vast portfolio of high-quality investment properties and its leadership in conservation and natural resource management. The growing real estate portfolio encompasses office, apartment, retail and resort holdings located throughout California’s premier markets, including assets in San Diego, Orange and Los Angeles Counties, and holdings in Northern California. As a steward of some of America’s most beautiful and scientifically important open space and parklands, the company has donated more than half of the historic 93,000-acre Irvine Ranch® in Orange County — 50,000 acres — to permanently preserve these lands. The U.S. Department of Interior and the State of California have designated these parklands as “Natural Landmarks,” one of the most prestigious land preservation designations. The privately held, diversified company traces its roots to the 1860s with the formation of The Irvine Ranch® from Mexican and Spanish land grants.

