

## Fairmont Hotels & Resorts and Lexus Hybrid Living Join Forces for Eco-Chic Suites

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Luxury hotelier and leading luxury automaker create the ultimate cosmopolitan experience for environmentally aware travelers

Fairmont Hotels & Resorts and Lexus are partnering to unveil two "Lexus Hybrid Living Suites" geared for eco-conscious visitors, with the first to launch at The Fairmont San Francisco, followed by The Fairmont Washington, D.C. in conjunction with Earth Day 2008.

Guests can sleep, eat and drink sustainably in these unique suites, with every aspect of the room meticulously planned for the eco-minded traveler, incorporating ideas and products from Lexus Hybrid Living partners (<http://lexus.com/hybridliving>). Complimentary use of a Lexus LS 600h L awaits the Lexus Hybrid Living Suite visitor who wishes to explore the area in the comfort of a low-emission luxury car that spoils the driver, not the environment.

"Lexus has long been the leader in luxury hybrid vehicles, but we have extended our commitment to the sustainable lifestyle through Lexus Hybrid Living. It showcases people and products dedicated to minimizing their impact on the earth without sacrificing style and comfort," said Dave Nordstrom, Lexus vice president of marketing. "Our partnership with Fairmont helps Lexus bring that thought process to life with amazing eco-luxury suites in both San Francisco and Washington, D.C."

"Fairmont has truly been a pioneer in the responsible tourism arena, and it's now part of our DNA," said Jeff Senior, Executive Vice President, Marketing and Sales, Fairmont Hotels & Resorts. "Not only do we implement programs to reduce, reuse and recycle, but we look to be better neighbors in our communities through local initiatives. Partnerships with like-minded companies such as Lexus allow us to not only practice responsible operations but offer our guests stylish and sustainable experiences unique to our brand."

Famed eco-designer Kelly LaPlante, of LA's Kelly LaPlante Organic Interior Design ([kellylaplante.com](http://kellylaplante.com)), is responsible for the design. Organic materials and rapidly renewable resources, such as bamboo, have been used in the creation of the suite. Highlights of the decor include furniture by Kelly LaPlante and the Kenneth Cobonpue collection, eco-friendly fabrics by Q Collection, an organic mattress system by Suite Sleep, bedding by Coyuchi Organic, organic towels and robes by Nandina, environmentally friendly paint provided by Benjamin Moore Aura, and pillows and comforters by Sleep & Beyond. Lexus has installed a custom coffee table, designed by LaPlante, utilizing pieces of leather recycled from Lexus vehicles. Additionally, the designer worked with local antique dealers to secure select pieces of furniture that are both unique and sustainable by nature of their re-use.

The Lexus Hybrid Living Suite at The Fairmont San Francisco features wrap around windows offering guests postcard-worthy views of the city including the bay, the Golden Gate Bridge, Alcatraz and Chinatown. The windows of the corner suite have been designed to allow natural light to stream in, reducing the need for artificial lighting and marrying sumptuous eco-friendly quarters with the beauty of the outdoor environment. All fixtures in the room utilize compact fluorescent lights, also found throughout the hotel's 591 newly renovated guestrooms and suites.

Guests in San Francisco and Washington will enjoy a Green Guide, as well as an audio podcast, during their stay. The guides recommend environmentally friendly activities in the destination, including suggested highlights found on the Lexus Hybrid Living website. From eco-friendly bath amenities to mini-bars stocked with local biodynamic wines, organic farmstead cheeses and other delicious treats from each region, the Lexus Hybrid Living Suite will provide an unforgettable taste of the "green life."

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