

# NEWS



## THE RITZ-CARLTON

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### **THE RITZ-CARLTON, SOUTH BEACH AND INTERMIX INTRODUCE EXCITING NEW PRIVATE SHOPPING EXPERIENCES**

*Partnership between luxury brands offers bespoke shopping experience at oceanfront resort*

**MIAMI, FL. – December 11, 2020** – Miami's finest shopping experience just got a new address. Two icons of luxury are joining forces to offer guests and residents of Miami a pair of highly curated, private shopping experiences in the heart of South Beach. The Ritz-Carlton, South Beach, which recently re-opened following a top-to-bottom renovation of the entire resort, has partnered with Intermix, a specialty boutique known for its curated collections of designer clothing and its personal stylists, to offer a bespoke designer shopping experience within the comforts of a luxury resort.

The luxurious **In-Suite Shopping Experience** includes a four-night stay in a newly renovated one-bedroom suite. It begins with consultation call with an Intermix stylist to determine style preferences. Then the personal stylist will bring a rack of handpicked clothing items to the suite for a private shopping experience, which includes a bottle of Champagne to add to the festivities. Guests can add hair and makeup styling for an additional fee. Rates begin at \$759++ per night.

The **Shop and Spa Day**, ideal for a group of friends, bachelorette party or birthday celebration, marries designer shopping with relaxation and pampering at The Ritz-Carlton Spa. Following a consultation call with an Intermix stylist to determine style preferences, the four-hour experience begins with the group being shown to their own private Intermix showroom in one of the resort's newly re-imagined meeting spaces, where they will enjoy an elegant lunch of tea sandwiches, desserts and a choice of Champagne or rosé. Following the shopping experience, guests will move to The Ritz-Carlton Spa, where they will have a choice between a 50-minute stress relief massage or 50-minute custom facial, as well as access to other spa facilities including the relaxation room. Rate is \$500 per guest and is limited to eight guests. Guests can add hair and makeup styling for an additional fee.

For more information or to reserve either experience, please call the hotel directly at (786) 276-4000 or visit [www.ritzcarlton.com/southbeach](http://www.ritzcarlton.com/southbeach) for more information. For room reservations at The Ritz-Carlton, South Beach, please call (800) 241-3333, contact a travel professional or visit The Ritz-Carlton website at [ritzcarlton.com](http://ritzcarlton.com).

### **About Intermix**

**INTERMIX** is a highly curated, omni-channel women's fashion business comprised of 32 boutiques with hyper-localized assortments and a rapidly growing e-commerce channel. The brand is known for curating

the most sought-after styles from a compelling mix of both established and emerging designers. Founded in 1993 and acquired by Gap Inc. in 2012, INTERMIX delivers a personalized shopping experience across both channels, with complimentary personal stylists on hand to work one-on-one with clients to create looks that make them feel confident and to make fashion fun and inspiring.

### **About The Ritz-Carlton Hotel Company, LLC**

The Ritz-Carlton Hotel Company, L.L.C., of Chevy Chase, MD., part of Marriott International, Inc., currently operates more than 100 hotels and over 45 residential properties in 30 countries and territories. For more information or reservations, visit the company web site at [www.ritzcarlton.com](http://www.ritzcarlton.com), for the latest company updates, visit [news.ritzcarlton.com](http://news.ritzcarlton.com) and to join the live conversation, use #RCMemories and follow along on [Facebook](#), [Twitter](#), and [Instagram](#). The Ritz-Carlton Hotel Company, L.L.C. is a wholly-owned subsidiary of Marriott International, Inc. (NASDAQ:MAR). The Ritz-Carlton is proud to participate in Marriott Bonvoy, the new name of Marriott's travel program replacing Marriott Rewards®, The Ritz-Carlton Rewards®, and Starwood Preferred Guest® (SPG). The program offers members an extraordinary portfolio of global brands, experiences on Marriott Bonvoy Moments and unparalleled benefits including earning points toward free hotel stays and nights toward Elite status recognition. To enroll for free or for more information about the program, visit [MarriottBonvoy.marriott.com](http://MarriottBonvoy.marriott.com).