

Ron Robinson Unveils Beach and Bath Chest for Shutters on the Beach

This summer, Shutters on the Beach introduces a special Beach and Bath Chest, curated by Los Angeles style and retail legend, Ron Robinson. Since 1978, Ron Robinson has been outfitting California’s most fashionable trendsetters from his boutiques in Fred Segal Melrose and Santa Monica.

Now, guests of Shutters can shop Robinson’s curated selections from his APOTHIA and StylObjects stores from the comfort of their ocean front rooms. Stocked inside the Beach and Bath Chest are an array of vacation “must-haves” from skincare and makeup to aromatherapy. The exclusive products include IF Roll-On Pure Oil (Robinson’s signature APOTHIA fragrance), 21 Drops Sleep Aromatherapy Oil, Oribe Original Pomade and Dry Texturizing Spray, Coola Sport Sunscreen, Kiehl’s Lip Balm #1 Jar, and many other hard-to-find luxury items. These curated cabinets are available in all suites and deluxe rooms of the hotel.



Alternate sizes, colors and other products from his extensive website www.ronrobinson.com can be ordered quickly from a QR code found in the Beach and Bath Chest, which once scanned, ensures the requested product will arrive in-room within 24 hours, delivered free to the hotel.

“This collaboration with Shutters on the Beach is a modern innovative approach to shopping and presents an exciting retail concept, one that brings the product to the consumer in a unique lifestyle environment,” describes Robinson. “The Shutters and Ron Robinson clientele is one that seeks out the best in cutting-edge beauty and fashion, making this a very natural partnership and an ideal location to curate world-class quality and design.”

Gregory Day, General Manager of Shutters on the Beach goes on to say, “We are excited to offer guests of our ocean view rooms an unparalleled selection of ‘must-haves’ from Ron Robinson, a trendsetting partner of Shutters on the Beach. Products from the Beach and Bath Chest will ensure that Shutters guests are always able to stay chic on the beach.”

For more information about Ron Robinson please contact Alex Dickerson of The Collective at alex@thecollectiveagency.net or via phone: 917.261.4074.

For more information about Shutters on the Beach please contact Laura Millett or Ashley King of Murphy O’Brien Public Relations at lmillett@murphyobrien.com/aking@murphyobrien.com or via phone: 310.586.7126.

About Shutters on the Beach:

Independently owned and operated by the Beverly Hills-based Edward Thomas Hotels, Shutters on the Beach is an elite hotel located on the beach of Santa Monica Bay. In addition to being a savvy business destination, the hotel is known for its inspiring interiors by celebrated interior designer Michael Smith, expansive panoramic views of the Pacific Ocean and California Coastline, comfortably elegant and intimate atmosphere, dedication to guest service and a strict policy of protecting the privacy of its “who’s who” guest list. Conveniently located at One Pico Boulevard, within 20 minutes of the Los Angeles Airport, Beverly Hills and Hollywood, Shutters is also within walking distance of the Santa Monica Pier and many fashionable shopping districts, fine restaurant and art galleries. www.shuttersonthebeach.com

About Ron Robinson:

In 1978 Ron Robinson opened its doors at Fred Segal on Melrose Avenue, Los Angeles, and has since grown exponentially, continually changing the face of shopping and fashion. Today, Ron Robinson boutiques are located on Melrose Avenue and in Santa Monica as part of the Fred Segal centers. In 2000 Ron Robinson launched a signature fragrance, IF, for the APOTHIA store. The success of the IF eau de parfum led Robinson to the expansion of APOTHIA Los Angeles, a prestigious line of fine fragrances and award-winning interior aromatics. Today APOTHIA Los Angeles has spread worldwide, continuing to build a global brand of world-class items based on Ron Robinson’s tradition of quality and style.