



# The Journal



Voted 10 Best April Fools' Day pranks



## Regent Hotel in Santa Monica returns to California with luxury

April 4, 2024, Southern California Regent Santa Monica Beach, the premier destination resort on the nation's most celebrated beach, is set to debut this summer. Steps from the legendary Santa Monica Pier, this highly anticipated opening will also represent the first destination in the Americas for the reimagined Regent Hotels & Resorts brand, part of IHG Hotels & Resorts' luxury and lifestyle portfolio. Set along the sought-after California coastline, Regent Santa Monica Beach will deliver inspired stays through a blend of timeless elegance and thoughtful luxury, capturing the unique allure of Santa Monica. Imparting the feeling of being worlds away while still offering close proximity to the excitement of the city, the resort will feature expansive and tranquil rooms and suites, a stunning beachfront pool deck, and a sprawling 10,000-square-foot wellness spa destination in collaboration with Guerlain. Overlooking the Pacific Ocean, the resort will also offer guests beach butler service and enticing chef-driven culinary destinations, among many other exceptional experiences.



Regent Hotel Santa Monica California

Combining the glamour of Beverly Hills with the unsurpassed serenity and splendor of the coast, Regent Santa Monica Beach is comprised of 24 beautifully appointed suites and 143 guest rooms. Setting a new standard for spaciousness in Southern California, guest rooms start at a generous 720 square feet with bathrooms that feature luxurious soaking bathtubs rainfall showers, bidets in the water closet, and double vanities, creating a true oasis for guests. Boasting ocean-facing views, the resort will offer 2,180 square feet, two-story Atrium Suites located on the second and third floors, while the eighth floor will hold the largest room, The Santa Monica Presidential Suite which will be equipped with a game room, separate living room area, and four Juliet Balconies. Throughout the property, guests will discover design and style elements focused on privacy and high personalization to uplift their personal experience and preferences. The project, with a budget exceeding \$150 million, features visionary designs by renowned firms such as AvroKO and Wimberly Interiors, and is a partnership between Andre Zotoff, Chief Executive Officer of ownership group Strategic Hotels & Resorts, which has owned the property for more than 20 years, and Regent Hotels & Resorts.

The resort will provide exceptional epicurean experiences through inspired cuisine at its signature restaurant, Orla, a new concept in partnership with James Beard Award-winning chef Michael Mina. The zest and charm of the Mediterranean will be brought to the shores of Santa Monica through Orla's vibrant hospitality and creative cuisine.

Alongside Mina, the resort will partner with celebrity entrepreneur and philanthropist Ayesha Curry and her burgeoning lifestyle brand, Sweet July. Launched in 2019, Sweet July aims to uplift an inclusive and eclectic array of creators through the products sold and the stories shared. Resort guests and visitors will have access to a specially curated Sweet July experience, which will offer high-quality bespoke products produced by Black-owned and women-owned brands, as well as an all-new menu inspired by Curry's Jamaica roots, which will include café staples like Sweet July's signature Custom Oscartek Wine and Food Display cases are essential for the new décor coffee, tea, pastries, and desserts.



Custom Oscartek wine and food display are essential to new décor.

While Curry has collaborated with Mina in the past, this will be her first collaboration with a resort and their first restaurant concept together for Curry's Sweet July brand which has its flagship location in Oakland, CA. Guests of the soon-to-open Regent Santa Monica Beach can expect to experience Regent's distinctive brand hallmarks, from inviting and generous personal havens throughout the resort to highly personalized selections for each guest including scent, music, literature, and more to enable uplifting experiences. Dedicated Regent Experience Agents will create curated stays for each guest based on their individual preferences, crafting an elevated experience beyond expectation.

Following the successful and celebrated openings of Carlton Cannes, a Regent Hotel, and Regent Hong Kong, the opening of Regent Santa Monica Beach will contribute to the new era for IHG Hotels & Resorts, marking an historic return of the Regent brand to Los Angeles. As Regent's flagship property in the Americas, the resort will pave the way for extraordinary moments and set a new standard of modern luxury in the hospitality industry.

# Voted 20 Best April Fools' Day pranks

April Fools' Day pranks: Apps to translate baby stoner sayings, a ghostbuster at Tinder

Every April 1, brands and companies want to get some laughs – and attention – with goofy new 'product' launches. Here are some ideas from companies such as Sweetgreen, Welch's and Omaha Steaks. Mike Snider, Gabe Hauari, USA TODAY

If you don't like Mondays, this one may especially be grating. It's April Fool's Day, when you should trust no one and question everything. The roots of April Fools' Day may date back before to before the 15th century. But the modern-day April Fools' Day has become a day to prank a friend, family member, co-worker – or your customers.

Even though some companies have had April Fools' pranks backfire, marketers continue to issue spoof products in attempts to get some laughs and attention. Already ahead of April Fools' Day, 7-Eleven has hinted at a possible prank product: In addition to new Lemon Lime, Green Apple and Sweet Orange flavored 7-Select sparkling waters, out now with partner Miracle Seltzer, there's a fourth flavor coming April 1: Big Bite Hot Dog.

The hot dog-flavored water "combines the mouthwatering experience of 7-Eleven's iconic Big Bite Hot Dog into one refreshing beverage – ketchup and mustard included," the convenience chain says in a press release. "Say goodbye to the days of alternating bites of a hot dog with sips of a beverage, now those on the go can swap the bun for bubbles."

7-Eleven has teamed up with art-inspired beverage brand Miracle Seltzer to create a new lineup of sparkling water flavors including Big Bite Hot Dog – kind of.

Will Big Bite Hot Dog sparkling water be sold? Its availability will be announced April 1. However, some reporters were sent a can of the drink. USA TODAY can confirm that it definitely smells like hot dog water and has a smoky aftertaste.

**Here's a roundup of many of the brand-related April Fools' gag announcements. You've been warned.**

Sour cream & onion flavored soda

Despite the proliferation of crazy-flavored products including Peeps-flavored Pepsi, Frank's RedHot sauce-flavored Vlasic pickles and Doritos Nacho Cheese-flavored liquor, healthy soda brand OLIPOP and Pringles are not really teaming up to bring to market a Sour Cream & Onion soda.

For April Fools' Day, healthy soda brand OLIPOP and Pringles joked about making a Sour Cream & Onion soda "to bring the delicious, tangy flavor of Pringles' Sour Cream & Onion flavor to life in liquid form with prebiotic benefits," the companies said.

The product would have been "a match made in heaven ... to bring the delicious, tangy flavor of Pringles' Sour Cream & Onion flavor to life in liquid form with prebiotic benefits," the companies said.

### Stoner lingo translation app

Another dream team prank product: Rosetta Stoned, a mobile app from Rosetta Stone and medical marijuana company Fluent, that "bridges the conversational gap between novice users and seasoned stoners in any social setting."

Rosetta Stoned, an April Fools' proposed mobile app from Rosetta Stone and medical marijuana company Fluent that "bridges the conversational gap between novice users and seasoned stoners in any social setting."

### Da da decoder

Infant equipment site BabyQuip has its own language-bridging lark: the "Baby Translator" app, to decode your baby's secret language.

"Say 'goodbye' to restless nights as you decode your baby's coos and cries instantly, providing you with the understanding you need as a parent, all in one convenient app," it promises.

BabyQuip's April Fools' Day product, the Baby Translator gives parents "instant decoding of your baby's communication."

### An AI-powered plush doll

Custom stuffed animal maker Budsies already makes selfie plush dolls with a built-in voice recorder. Its April Fools' spoof: Artificial intelligence-enabled dolls that "come programmed to learn everything about you and to become your new best friend."

### A 50-pound Bearabuddy

Sorry to the 3,500 or so who have already signed up to buy Bearaby's Jumbo Benji plush toy, which is four times the size of its regular weighted plush toys and twice as heavy as its heaviest weighted blanket. This isn't actually going to be sold. But it is real and will be making its home in the lobby at The Child Mind Institute in Harlem to welcome children and their families. More weighted plushies are due the day after April Fools' Day, the company says.

### A sleeping bag to go bananas over

The Dole Banana Peel Sleeping Bag, conveniently promoted as being available on April Fools' Day only, is made from actual banana fiber and "allows parents to escape into their own cocoon of sensory deprivation."

### Dole Banana Sleeping Bag

### A full-body cleaning suit

Outrageous clothing company Topsy Elves has a special product for April Fools' Day: The Mopsie. You don't need paper towels anymore, you can use your body to clean up those messes, with this "innovative, wearable microfiber towel jumpsuit" for "effortlessly soaking up spills and messes with ease." There's also a Baby Mopsie for "hard to reach places."

