BEVERLY HILLS POLO CLUB®

Brand Story

Inspired by the effortless luxury of Beverly Hills and the timeless elegance of equestrian living, Beverly Hills Polo Club brings a refined yet relaxed lifestyle into the home. Where comfort, simplicity, and style come together for elevated everyday living.

BEVERLY HILLS POLO CLUB®

- Clean, natural aesthetics with a refined finish
- Classic patterns, subtle textures, and timeless design
- Soft, comfortable fabrics designed for everyday use
- Neutral, versatile palettes inspired by nature.

Iconic

Everyday Luxury

Practical

Polished

Refined

Timeless

Effortless

Relaxed

Elevated

Comfortable

Modern Americana

Color Harmonies

The Consumer

Designed for a modern, value-driven consumer who seeks comfort, style, and effortless living in everyday moments.

- Creates a home that feels relaxed, welcoming, and put together
- Looks for products that elevate everyday living while staying practical and accessible.
- Shops with intention — balancing style, comfort, and value.
- Age 25–50, balanced male + female audience
- Value-conscious, loyal to trusted retailers
- Interested in fashion, home, and lifestyle products
- Enjoys dining out, travel, and social experiences
- Wellness-focused and connected to nature

Bedroom Spring/Summer

Bathroom Spring/Summer

Bathroom Fall/Winter

Bedroom Winter