

# Style by the Shore Beach House

2014





There's nothing quite like summertime in Malibu, California. Everlasting sunshine, constantly combed beaches filled with beautiful people surfing, sailing, sunbathing – and some seriously breathtaking beach homes.

As one of the most sought-after oceanfront zip codes in the world, properties available for purchase along Malibu's legendary Carbon Beach are few and far between ... earning it the nickname: Billionaire's Beach.

Being so close to the bright lights of Hollywood, it's only natural that several A-list stars and entertainment elite call Malibu home. The gliteratti feel safe within its close knit neighborhood and in turn, the community runs a tight ship with event permits; very selectively granting the rights to filming along its pristine beach to a handful of "preferred vendors" (like us).

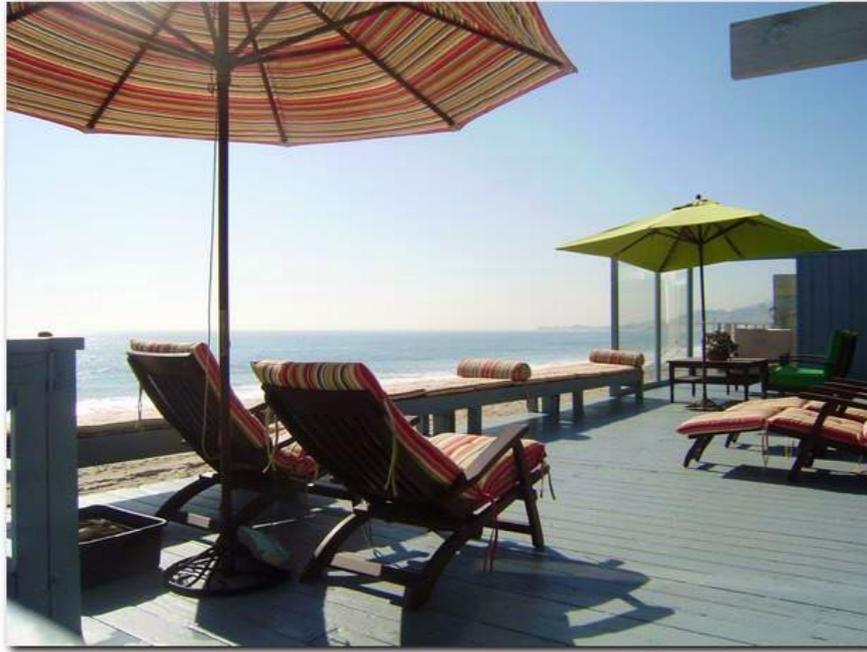


Spearheaded by Glenda Borden of Borden Entertainment, the Malibu Beach House Project aims to boost awareness and business sales for emerging entertainment, beauty, health and lifestyle brands through selective summertime private events held at an elegant beachfront home in the heart of Carbon Beach.

As one of the masterminds behind the original the Polaroid Beach House, Borden has been throwing events on Carbon Beach for over a decade and is well connected to the community. She has been trusted with several stars' private beach soirees... from throwing birthday bashes for the likes of Charlize Theron, Adrian Grenier and Dave Navarro to surprise parties for Matthew McConaughey, Usher and P!nk.

[www.bordenentertainment.com](http://www.bordenentertainment.com)





Nestled on the sunny side of life, this 3-bedroom, 2-bathroom Carbon Beach cottage packs a powerful punch. With the rolling waves and broad beach as your neighbors, guests enjoy full internet and cable access as well as a spacious deck spanning over 40 feet wide comfortably accommodating about 25 people, plus additional room for 50+ on the sand.

Walk down a few steps from the deck and you're on the warm welcoming beach with the frothy breaks of the Pacific Ocean just a stone's throw away. Gander at some of the illustrious homes of Carbon Beach's famous billionaire's like David Geffen and Larry Ellison as you take a scenic stroll down the beach and in a mere 10 minutes you can walk to the brand new location of the sought after sushi haven, Nobu Malibu.



# Take Your Business Beach Side



Adrian Grenier Beachside Birthday



Katana Sushi Summer of the Stars

There are a myriad of ways to make this Malibu beach house your project. Build your brand awareness with events consumers will never forget. Here are a few ideas:

## Spa Weekend

Utilize the rooms of the house as treatment suites for select spa services. Offer beachside manicures and pedicures out on the deck overlooking the ocean and even, yoga on the sand. Spa-friendly libations and delicious cuisine can be arranged for your most esteemed clientele.

## Special Event Bash

Host an event for up to 200 guests to celebrate Memorial Day, 4th of July or Labor Day. The necessary permits, all production coordination and press relations for your company can be handled in-house. Special rates apply.

## Business Luncheons & Seminars

On select business days, the property can be rented out on an hourly basis. Give your company the opportunity to host a beach luncheon, important client meeting, seminar or the like in an impressive setting. Let us know your angle and we can arrange all amenities and catering.

## Photo Shoots & Video Shoots

This superb beach location offers unbeatable natural lighting in Mother Nature's finest setting, making it the perfect place to plan your small crew photo or video shoots in Malibu. Certain permits may apply to some situations, of which Borden will assist with.

## Girls Weekend

Take a staycation with the girls and sunbathe in style. Schedule massages, manicures, pedicures and more at the beach house for a sensational spa getaway with your best friends. Delectable catering and personal chefs may also be provided.

# Take Your Business Beach Side



Beachside Yoga



Creative Workshops

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## **Beach Business Revival Day**

Show appreciation for your hard-working employees and help build stronger relations by hosting a company luncheon beachside. Volleyball, paddle boarding, fun beach games and much more can be provided.

## **Movies at the Beach**

Host movie nights at the beach with your friends and family; or screen short films, videos and movies with a select guest list. On a large outdoor screen with fire pits dug into the sand, make it a memorable viewing.

## **Art & Product Showings**

The property is a great backdrop to showcase art. With the bright beach setting you can host fun events like a jewelry making class or a fashion trunk show. Make it a party and gather likeminded businesses for a day of branded entertainment.

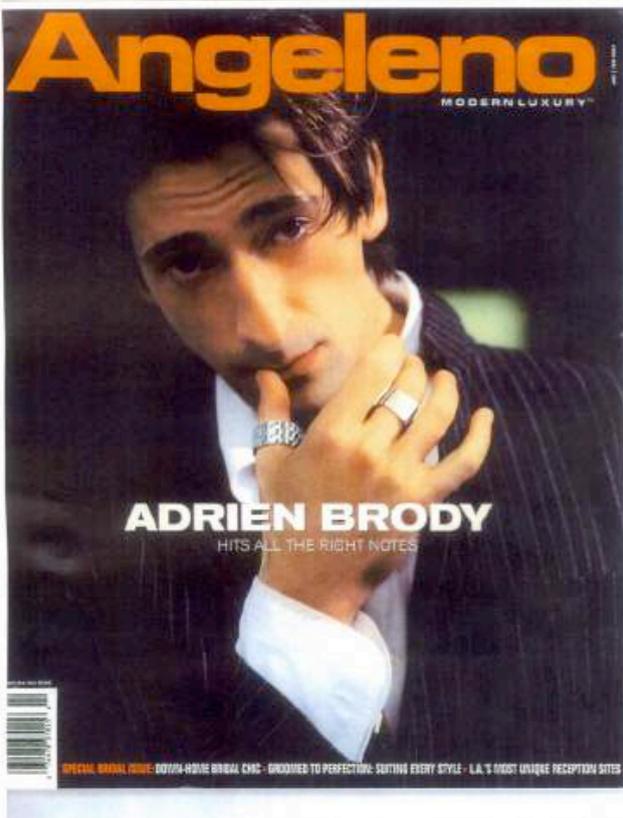
## **Creative Workshops**

Challenge your students and bring your acting class or the like to the beach! The ocean, waves, sunshine and breathtaking scenery are all ways to boost creative pursuits. Get active or loud with physical activities on the beach or conduct a guided meditation.

## **Yoga/Pilates**

Quite possibly the best setting for yoga; bust out of the classroom and get out in the wide open air! We can organize weekly sessions for yoga and/or Pilates instructors to host classes beachside or on the house deck closer to the facilities.

scene in/L.A.



## SHORE THING

Local clothing designer David Park conjured an ideal mixture of spirit, style, surf and sand for his second annual 'Style by the Shore' fashion show on Carbon Beach in Malibu. The event occurred at Dean Martin's former estate, a modern beach rambler where a crowd including Matthew Perry, Tobey Maguire and Nate Dogg lounged on an 80-foot deck, sampling vegan snacks from Chef-E and knocking back tequila shots courtesy of Canicas. In addition to the designer, Penny Marshall became the evening's other guest of honor, holding royal court at a prime and private table while ordinary folk such as Tara Reid labored unsuccessfully to win her attention. Later, co-hosts Linda Foster and Jaime Pressly reminded guests of another reason to celebrate as they kicked off the fashion show, during which models pranced on a catwalk built in the sand and deftly showcased Park's new signature line, DP, a spunky collection for Spring 2003. The event raised more than \$20,000 to benefit Heal the Bay and Santa Monica Bay Keeper. **-J.S.**



# the malibu midas touch

## ANOTHER HOT SUMMER OF FUN WITH GLENDA BORDEN

BY REBECCA BROWN PHOTOGRAPHY BY SAMUEL NATHAN PRIMERO  
MAKEUP ARTIST JENNI BELEGRIIN

It seemed like LaLohan and legions of shutterbugs couldn't get enough this past summer: bikini and mankini-clad stars hobnobbing all hours of the night and day, helicopters and onlookers swarming the property for a peek, and some seriously awesome parties all at one killer location. Indeed, last year's Polaroid Beach House has earned its style-cred on Billionaire's Beach in Malibu — and a memorable splattered mess across countless gossip rags.

Perhaps it was the exclusivity or the pristine feel the house had with its impressive Restoration Hardware décor and sprawling oceans views. Reminiscent of Dune Road in the Hamptons, the previous estate of Dean Martin was inviting, tranquil and full of life — providing the West Coast with just about everything Hamptonites are privy to (minus the Adirondack chairs.) As most of his Hollywood gassed up their BMW 5-Series and headed up PCH towards Carbon Beach, Glenda Borden of Borden Entertainment was already there making it all happen.

Turning an otherwise drab and cookie-cutter home into a dynamic abode, Borden combined her 15 years of experience as a spirited staple in the Hollywood scene (casting music videos, property management and throwing exclusive events) with her passion for charity endeavors to create Style by the Shore. Borden says, "I created Style by the Shore, an environmental charity event, 10 years ago because my business associate Peter Kleidman had just purchased the Dean Martin home, which is where we hosted the Polaroid Beach House last year." But the house didn't become famous (again) overnight; Borden started throwing special dinner parties at the property for celebrities and tastemakers years ago. Her ability to bring in the right mix of people for high-class events paired with her respect for Carbon Beach's precious environment helped earn Borden the privilege of hosting events there in the most sought-after season: summer.

For the first time ever, Kleidman finally listened to Borden's persuasive ideas and made the house available to her for the summer of 2006, whereas before she could only be granted one night at a time. "That is the highest dollar value, summer rentals can get, about \$50,000 to \$60,000 a month for a place on Carbon," Borden adds of her opportunity last year. It was then that Borden and her selected partners created the Polaroid Beach House — a summer-long series of exclusive parties and style lounges, hosting a dizzying number of celebrities, fashionistas and industry big-wigs. "Having been the conduit for last year's successful Polaroid Beach House, I will take the lessons learned and repeat the efforts this summer from three separate, exclusive Malibu beach house locations," Borden says of her expanded soiree prospects this summer.

Kicking off with a 4th of July extravaganza and ending with the grand finale of the much-anticipated Style by the Shore charity event hosted by Linda Thompson and Penny Marshall, Borden's beach houses will host a variety of saucy soirees over LA's sexiest season. Although the locales are different than last year's (OK, one of them is right next door), Borden's events this year at Billionaire's Beach are certain to make pop-culture history once again. Think Hyde lounge meets the sand outside Barbara Streisand's home: You know where it is, you read about it all the time, but you just can't gain access. Borden says, "Celebrity attendance will be even more so this summer. I have three properties, two of which were given to me by Kleidman. We plan to purchase the Restoration furniture this year and are building out one of the houses." So if you can't get "in," stay tuned to those sinfully addicting tabloids to see all the juicy debauchery unfold from Borden Entertainment's summer of 2007.

Get on the good times list at [www.bordenentertainment.com](http://www.bordenentertainment.com) or call 323.806.2221



## queens of the beach

GLEND A BORDEN AND LASH FARY PLAY NICE ON BILLIONAIRE'S BEACH

Cruising down Pacific Coast Highway on a gorgeous sunny California day is a bonus for anyone. But gaining access to a star-studded beach house soirée in the heart of Malibu far trumps the drive over — providing you can get in.

Due to the overwhelming success (or depending on who you ask, commotion) last year, the city of Malibu has clamped down on permits leaving the whole town abuzz, wondering which Malibu beach pads will be hosting what parties this summer.

Thankfully, Glenda Borden played by the rules last year with her eco-friendly beach house and respect for the community. She and her company, Borden Entertainment, have partnered with Lash Fary, founder of Distinctive Assets, and are some of the very few to be granted the precious Malibu beach permits that allow them to legally throw events this summer.

Borden is no newbie to the Malibu scene. More than a decade ago she partnered with real-estate mogul, Peter Kleidman, who purchased what would become the original Polaroid Beach House. After its inception year in 2005, the summer Malibu party scene took on a life of its own. Some might argue that imitation is the kindest form of flattery, but many Malibu residents would contend otherwise.

Borden says, "It's an honor to be among the few to be welcomed back to Billionaire's Beach and we are proud to wrap an eco-fabulous bow around the whole package with the Environmental Media Association as our charity partner." Appropriately dubbed, the Queens of the Beach, Borden and Fary will rule over responsible and respectful event throwing this summer — paparazzi beware.

**For booking info, call: 323.806.2221**

# Style by the Shore Beach House 2014



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