

Party girls  
Georgina  
Reames and  
Emma Summers  
of Bentley's  
Entertainments

# the brits are coming!

THIS SUMMER, LONDON'S TOP EVENTS COMPANY TAKES AIM AT L.A. By Andrew Myers

Once upon a time, there were two detail-oriented, gregarious yet discreet English girls who grew up in Yorkshire and Wales, went to university, then moved to London. Each escaped the hazards of coffee-fetching, copier-shackled intern-dom. Instead, they peregrinated to legendary extravaganza orchestrator Peregrine Armstrong-Jones, founder of Bentley's Entertainments—the bespoke British bash purveyor that might not (yet) have a warrant from the Windsors (although the firm did “do” the royal weddings of Peter and Zara Phillips, respectively), but which for over two decades has organized the fêtes and frolics of rock royals like Sir Elton John, oligarchs such as Roman Abramovich, sports divinities like David Beckham, and new-to-LA heiresses such as Petra Ecclestone Stunt.

Five years later and in partnership with their erstwhile double-barreled boss, Georgina Reames and Emma Summers brought the Bentley's standard across the pond to Los Angeles, laying siege to celestial celebrations from the greatly grand to the exclusively small. “I quite like parties, the social thing,” says Reames, who having started her own event planning company while still at Cardiff University, was no callow freshman in the art of the party when she arrived in London.

Much like an agency training program in Hollywood, legions of overqualified prospectives besiege Bentley's with weighty résumés. And like Hollywood, it's the knock of nepotism or the tap of a personal contact that often breaches the wall. Reames, 29, benefited from a “high-level contact” in one elite client's circle, and Summers, 30, has “a cousin who works for a friend of Peregrine.”

But once inside Bentley's, the speed was full throttle. While the company's scope of 20 to 30 events per year, in locations ranging from London to St. Barth's and beyond, conjures a large staff, such is not the case. Which also means everybody must learn to do everything. Very quickly.

Reames was only on board for three days when everyone in the office flew to Mauritius for an event, leaving her behind to take charge. And within her first two months, Summers was tasked with putting together the Asprey Christmas party for 1,000—orchestrating a menu of responsibilities, which, at Bentley's, includes total customization. “But the benefit,” says Reames, “is that one learns everything—including how to expect, and deal with, anything!”

So why Los Angeles as opposed to, say, Manhattan, and why now? “New York is the same as London,” says Reames, who with typical British reserve refuses to name LA clients, but does allow that several of Bentley's top patrons (Sir Elton and David Furnish, and Petra Stunt) also live in Los Angeles. “A lot of our business is repeat and word of mouth, we don't advertise,” adds Summers. “We've never had a leak from within the company—ever,” she underscores. Perfect for fan- and paparazzi-besieged Hollywood.

Also perfect for the Tinseltown crowd: over-the-top client “collaborations” cooked up from Bentley's West Hollywood base, including a four-day 50th-birthday extravaganza, which began with a chic reception *chez* client, followed by a formal black-tie dinner Downtown, and ended with a Las Vegas blowout, giving the international guests an A to Z “taste of LA.”

Besides a below-stairs attention to minutia alongside above-stairs polish and presentation, Bentley's Entertainments LA also brings one invariable native to Britain. Says Reames: “We will always, always, have a wet-weather plan.”

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