



**CAESARS**  
ENTERTAINMENT®

NEWS RELEASE

## “Misbehave Accordingly”: The Vanderpump Hotel in Las Vegas Debuts a Playful First Look

2026-05-28

**\*\*To watch the new social media video featuring Lisa Vanderpump's first-ever hotel, click [here](#)\*\***

**\*\*For the video on YouTube, click [here](#)\*\***

As Lisa Vanderpump's first-ever hotel prepares to welcome its first stays, The Vanderpump Hotel invites visitors to “Misbehave Accordingly.” In partnership with creative shop Fellow Kids, Caesars Entertainment and Vanderpump are building buzz for the new boutique hotel on the Las Vegas Strip with the debut of a playful **social media video** that introduces the brand's signature blend of modern glamour and cheeky British humor.

The spot follows a proud Pomeranian (the dog most closely associated with the animal-loving Vanderpump) strutting down The Strip and into The Vanderpump Hotel. Once inside, the dog exemplifies the hotel's new tagline, “Misbehave Accordingly.” Directed by acclaimed music video and commercial director Dave Meyers, the video delivers a stylish, music-driven introduction to Vanderpump's first hotel, positioning it as a more intimate, personality-driven alternative to traditional Las Vegas mega-resorts.

“The Vanderpump Hotel brings a new creative lens to the Caesars Entertainment experience,” said Samira Zebian, SVP of Caesars Digital Marketing and Brand Strategy at Caesars Entertainment. “In Lisa, we have a creative partner with an unmistakable point of view and a mastery of world-building that audiences already trust. With the property still under construction, it was not possible to reveal the world she had imagined. This video became our creative



solution – an unexpected, irreverent way to introduce the brand’s attitude, aesthetic and amenities, while signaling that The Vanderpump Hotel had arrived on the Las Vegas Strip.”

Vanderpump is transforming 188 guest rooms and public spaces – including hotel reception, gaming areas and a new lounge – with custom pieces from her Vanderpump Alain design line with Nick Alain, showcasing the brand’s signature “industrial romantic” style.

Guests can book stays at The Vanderpump Hotel via the **Caesars Rewards app** or online at **[caesars.com/thevanderpumhotel](https://caesars.com/thevanderpumhotel)**.