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50 Years Of Brilliance — Rodeo Drive Is Sparkling

Annual Rodeo Drive Holiday Lighting Celebration Kicks Off The Holiday Season On November 19

Ortal Edri And Marianna Kriuchenkova Named Winners Of *Rodeo Drive Has Talent* Search And Will Join A Spectacular Lineup Of Entertainers



Rodeo Drive Holiday Lighting Celebration 2025, photo by Maya Myers, courtesy the Rodeo Drive Committee

A Star-Studded Evening of Music, Dance and Holiday Magic Celebrates 50 Years of Rodeo Drive

THURSDAY, NOVEMBER 19, 2026 | 5–8 PM | RODEO DRIVE, BEVERLY HILLS

BEVERLY HILLS, CA — The City of Beverly Hills and the Rodeo Drive Committee announce the return of one of Southern California's most beloved holiday traditions: the annual Rodeo Drive Holiday Lighting Celebration, taking place Thursday, November 19, from 5 p.m.–8 p.m.. This year's celebration, themed **50 Years of Brilliance**, promises an extraordinary evening of music, dance, dazzling holiday installations and festive entertainment in honor of Rodeo Drive's 50th anniversary.

"The holiday season is one of the most wonderful times of the year in Beverly Hills, and the Rodeo Drive Holiday Lighting Celebration has become a cherished tradition for our community and visitors from around the world," said **Beverly Hills Mayor Craig Corman**. "This year's 50 Years of Brilliance theme celebrates the extraordinary history of Rodeo Drive and its place at the heart of Beverly Hills. We invite everyone to join us for an evening filled with music, festive spirit and the shared joy that makes this city so special."

Thousands are expected to gather beneath the glittering palm trees of the iconic luxury destination for the grand illumination of Rodeo Drive's spectacular holiday décor. The celebration marks five decades of the Rodeo Drive Committee's stewardship of the legendary street, helping shape its evolution into one of the world's most coveted international destinations for luxury fashion, hospitality, and culture.

"Fifty years ago, Fred Hayman understood that Rodeo Drive could be much more than a shopping destination — it could be an experience that captures the imagination of the world," said **Kathy Gohari, President of the Rodeo Drive Committee**. "As we celebrate this remarkable milestone, our holiday lighting celebration reflects that vision: bringing people together through creativity, beauty and extraordinary experiences. We are proud to honor Rodeo Drive's legacy while welcoming a new generation to discover the magic of this very special street."

Two Brilliant New Stars Take the Stage

Adding a new dimension to this year's celebration, **Ortal Edri** a singer, songwriter, and recording artist based in Los Angeles and **Marianna Kriuchenkova**, an eight-year-old vocalist who counts Whitney Houston and Jennifer Hudson as her heroes, have been named the winners of the inaugural *Rodeo Drive Has Talent* search. Selected from an open call inviting emerging performers to share their artistry, the winners will join an exceptional lineup of established entertainers and special guests on Rodeo Drive's holiday stage. The new initiative reflects the Rodeo Drive Committee's commitment to discovering fresh talent and creating opportunities for performers to reach a broad audience.



L to R: Ortal Edri And Marianna Kriuchenkova Named Winners Of *Rodeo Drive Has Talent* Search

An Evening of World-Class Entertainment

Hosted by international vocalist, performer and entertainment reporter **Ali Ward**, the evening will bring together an exceptional cast of musical talent, dance and immersive entertainment for a spectacular celebration beneath the illuminated palms of Rodeo Drive.

Featured vocalist **Dani Armstrong** will bring her powerhouse voice and dynamic stage presence to the celebration; six-time GRAMMY Award-winning musician **Daniel Ho** will present ***Island Holidays***, adding an island-inspired dimension to the evening, and **DJ Lady Sha** and many more artists will deliver an eclectic program spanning contemporary performance, vocal artistry and dance, creating a festive soundtrack for Rodeo Drive's milestone anniversary.

The Grand Illumination: 50 Years of Brilliance

As evening falls, Rodeo Drive will be transformed into a glittering celebration of light, color and jewel-inspired spectacle. The festivities will culminate in a formal countdown and pushing of the festive button by the Mayor of Beverly Hills, City Councilmembers and the Rodeo Drive Committee Executive Board to illuminate the sky with a spectacular fireworks finale marking the culmination of an evening honoring five brilliant decades of Rodeo Drive.

Holiday Magic Along the Street

Beyond the main stage, Rodeo Drive will come alive with interactive entertainment and festive characters for guests of all ages creating unexpected encounters and memorable settings for holiday selfies and family photographs.

Wine gardens and festive food trucks along the street will offer guests an opportunity to pause, gather and enjoy the evening's celebrations amid the sparkling surroundings.

Free and open to the public, the Rodeo Drive Holiday Lighting Celebration invites residents and visitors to share in an evening of music, spectacle and seasonal magic while marking a significant milestone in the history of one of the world's most iconic streets.

The holiday festivities and décor will continue across the City through January 3, 2027.

During this time, visitors can also experience the magic of the holidays by visiting Beverly Gardens Park to enjoy the special Lights on The Lily Pond show from 5:30 p.m. to 9:30 p.m.

For more holiday festivities that are perfect for family-photo opportunities, visitors can explore Glowing Gardens at Beverly Canon Gardens, open daily from 5:00 p.m. to 11:00 p.m. This holiday display features a larger-than-life Christmas tree and an oversized ornament, creating a magical experience for all to enjoy.

This year, the annual Holiday Craft Fair will also take place at the Beverly Hills Farmers' Market on November 22 from 8:00 a.m. to 12:30 p.m. where shoppers can discover one-of-a kind holiday gifts.

The annual Holidays at Greystone will return this December 5, 6, 12, and 13 from 9:15 a.m. to 4:45 p.m. During this event, families can enjoy a visit with Santa and Mrs. Claus, marionettes, live caroling, and so much more.

The annual Menorah Lighting Celebration will take place on December 7 at 5:30 p.m. in Beverly Gardens Park with the City Council and honor the Jewish Festival of Lights .

In addition to the many outdoor festive activities that Beverly Hills has to offer, four-legged family members can enjoy a Santa Paws Yappy Hour on December 13 from 10:00 a.m.-12:00 p.m. at the Beverly Hills Community Dog Park for socializing and a chance to take a photo with Santa.

High-resolution images of the November 19, 2026 Rodeo Drive Holiday Lighting Celebration will be available shortly after the event. The press kit and representative images can be downloaded here.

Celebrate the holidays together

@rodeodrive @lovebevhills @cityofbevhills
#onlyonrodeo #HolidaysBH #LoveBevHills



Festive banners adorn Rodeo Drive, marking 50 years of brilliance and the arrival of a sparkling holiday season in Beverly Hills.

EDITORS' NOTES

About Rodeo Drive

Rodeo Drive is the iconic, international luxury destination renowned as an unparalleled center for fashion and culture. Located in Beverly Hills, celebrated as the most glamorous city in the world, the famed palm-dotted three blocks of Rodeo Drive are home to more than 100 of the world's most distinguished global brands, with buildings designed by notable names in design and architecture. At the intersection of luxury, fashion and entertainment, Rodeo Drive hosts a vibrant program of tailored, annual events welcoming Southern California residents and international visitors to discover and enjoy exceptional savoir-faire, craftsmanship, and new experiences in fashion, contemporary art and culture. For more information about Rodeo Drive, please visit www.rodeodrive-bh.com and Instagram.

About the Rodeo Drive Committee
The Rodeo Drive Committee was founded in 1977 and incorporated in 1982 as Rodeo Drive, Inc., a 501 C (6) non-profit organization, that provides a forum where its members—consisting of retailers, hoteliers, and landowners—can engage, share a dialogue, and help shape the present and future of the iconic, world-famous shopping destination.

About Beverly Hills
Beverly Hills is one of the world's most exclusive locales. Centrally located in greater Los Angeles, Beverly Hills is a premier holiday and business travel destination with beautiful weather year-round, acclaimed full-service and boutique hotel accommodations, superb dining, and unparalleled shopping. Synonymous with Hollywood glamor, Beverly Hills enjoys an international reputation as the home and playground of A-list movie stars. The City is not only known worldwide for its grand mansions and chic shops along Rodeo Drive, but also for its multitude of art and architectural destinations, spas and salons, and exceptional walkability. Learn more at lovebeverlyhills.com or on Facebook, Twitter and Instagram.

To learn more about all of the events happening and view the Beverly Hills holiday décor map, visit beverlyhills.org/holidaysbh

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