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Rodeo Drive – The Podcast presents

Clueless on Rodeo Drive – The Mayor and the Costume Designer talk Fashion – As if!



Left to right: Mona May, photo by Andres Garzas; book cover The Fashion of Clueless; Beverly Hills Mayor Sharona Nazarian, courtesy the City of Beverly Hills.

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Beverly Hills, CA – The Rodeo Drive Committee announced today the launch of ***Clueless on Rodeo Drive – The Mayor and the Costume Designer talk Fashion – As if!***, a special edition of Rodeo Drive – The Podcast in celebration of **Mona May**, Costume Designer of *Clueless* on the occasion of the 1995 teen movie hit's 30th anniversary.

Thirty years ago high schoolers dressed down, and then came the movie *Clueless*. In her yellow plaid kilt and many other colorful and stylish outfits, **Cher Horowitz**, the good-natured if meddlesome high-schooler played by **Alicia Silverstone**, made audiences laugh with her, love her, and envy the looks created by costume designer Mona May.

“Everybody dressed grunge in 1994 when we were preparing the movie, and the movie set a new rule of dressing. You know, I created a whole other fashion landscape,” May tells **Lyn Winter**, host of *Rodeo Drive – The Podcast*, in a special episode to coincide with the 30-year anniversary of the movie and the launch of the third annual week-long *Rodeo Drive Celebrates Fashion* program spotlighting the unmatched craftsmanship and innovation in fashion on the legendary “street of dreams”.

May is joined by **Beverly Hills Mayor Sharona R. Nazarian PsyD**, who shares her fond memories of the film, her personal love of fashion, as well as pride in the leading role played by Beverly Hills in *Clueless*, which was shot in multiple locations including the Electric Fountain, the Witch's House and, of course, the iconic street of high fashion – Rodeo Drive.

“I think what makes Rodeo Drive so special is that people still want to be able to come and walk here as Cher did in the movie, that it's still relevant. The stores are still spectacular. I mean, where else can you find **Frank Gehry** and **Louis Vuitton** coming together to make these beautiful buildings come to life? It's just so exciting,” says Mayor Nazarian.

May also shares her journey to becoming a costume designer and getting her big break with *Clueless*, followed by work on movies including *Romy and Michelle*, *Never Been Kissed*, *Wedding Singer*, *Enchanted*, *House Bunny*, and *Stuart Little*.

May was born in India and then moved with her family to Europe and then New York. She studied fashion before moving into costume design, and met *Clueless* writer/director **Amy Heckerling** while collaborating on a pilot about two party girls in New York City.

“The pilot didn't get picked up, but we formed this incredibly creative relationship. Amy is an incredible writer, an incredible artist. She loves fashion, so we were like two birds together. So when she wrote *Clueless*, she called me and said, ‘I really want you to do this film. I need a very different point of view, something that's going to last a long time.’”

May created a timeless look for the teens in the movie that took cues from L.A.'s sunny spirit and its greenery and flowers, from fashion icons, and even from the period of the book that inspired the movie, *Emma*, by Jane Austen. Think, empire waists and cap sleeves. Her goal was to make the young actresses feel “quintessentially feminine” while empowered. Then there was Cher's unforgettable plaid skirt. On eyeballing “Jean Paul Gaultier yellow,” recalls May, “We had the vision. And it was perfect, because she became the queen bee, yellow sunshine, and completely the queen of the school.”

Now a new generation is getting to enjoy the film once again. A book by May about her experience with the movie, *The Fashion of Clueless*, will be published on October 21, 2025.

As she welcomes *Clueless* fans both young and old to Beverly Hills, Mayor Nazarian says of the film, “It just makes you feel really good. It uplifts you, and we need that now, I think. Everybody needs it.”

This special edition of *Rodeo Drive – The Podcast* is presented by the Rodeo Drive Committee with the support of Beverly Wilshire, A Four Seasons Hotel.

Special Episode Credits

Executive Producer and Host: Lyn Winter

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About Beverly Hills Mayor Sharona Nazarian

Mayor Sharona R. Nazarian, PsyD was elected to the Beverly Hills City Council in June 2022 and is currently the first Iranian American Woman to serve as Mayor of Beverly Hills (2025-2026).

Mayor Nazarian has spent most of her life as a Beverly Hills resident with strong community ties and is dedicated to public safety, transparency, supporting the business community and promoting UNITY across Beverly Hills and beyond. An accomplished community leader and philanthropic advocate, she has dedicated her career to public service and giving back to the community that she loves and has presented her with so many opportunities.

Prior to her time on City Council, Mayor Nazarian served on both the Public Works and Human Relations Commissions where she was proud to oversee important initiatives including the creation of the City's 'Civility Statement' and a sustainability ordinance that minimizes the use of plastic, both still used today. Mayor Nazarian is also a former Chairperson for the Los Angeles County Commission for Alcohol and Other Drugs.

She is a Past President of the Rotary Club of Beverly Hills and formerly served on the Executive Board of the Maple Counseling Center (TMCC), the Co-President of the Beverly Hills Sister City Association, and past Board Member of the Zimmer Children's Museum. She has received numerous awards for her civic service, including the Community Leader Award for TMCC and The Israel Bond Golda Meir Woman of Valor Award. She proudly worked on the City of Beverly Hills Centennial Celebration in 2014 and served on the Beverly Hills Police Chief's Advisory Board.

Mayor Nazarian holds a Bachelor's Degree in Psychology and Sociology from USC. She holds a Doctorate in Clinical Psychology with an emphasis in Multicultural Psychology from Alliant University. She lives in Beverly Hills with her husband Daniel, former Chairperson of the City's Health and Safety Commission, and is the proud mother of three sons. The Nazarian family are all graduates of the Team Beverly Hills and CERT programs.

About Mona May

Mona May exploded onto the scene with the release of *Clueless*—a film that raised the status of fashion in film and revolutionized the fashion landscape. The New York Times and Vogue magazine proclaimed *Clueless* “the fashion movie of the year.” The film introduced a bold new costume designer to the world, and the looks she created became a style bible that continues to inspire new generations across the globe. Since then, May has created unforgettable costumes for both film and television that have become cornerstones of pop culture history. She injects confidence into her designs, creating iconic characters in beloved projects such as *Enchanted*, *The Wedding Singer*, *Romy and Michele’s High School Reunion*, *Never Been Kissed*, *Stuart Little 2*, *The Haunted Mansion*, and more. She has collaborated with top Hollywood talent, including Nicole Kidman, Jennifer Aniston, Drew Barrymore, Adam Sandler, Amy Adams, Paul Rudd, Will Ferrell, and Eddie Murphy. Most recently, she designed the upcoming action-thriller *Control*, starring James McAvoy and Julianne Moore. A passionate mentor, May supports young creatives through keynote speeches, lectures, and workshops, and is sought after as a consultant by global brands for her fashion and creative expertise. Learn more at www.monamay.com.

Pre-order *The Fashion of Clueless*, written by Mona May and Monica Corcoran Harel [HERE](#).

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.

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