

## Rodeo Drive-The Podcast Season 2 / Episode 8 Summary

### *Cuisine meets Couture: Mattia Agazzi and Humberto Leon*

High fashion has always been a feast for the eyes. Now it's tickling the taste buds, as the world's top luxury brands venture into food. Some of today's finest chefs are collaborating with designers and brands to open restaurants and launch gastronomy ventures, including Gucci Osteria da Massimo Bottura on Rodeo Drive.

On this episode of Rodeo Drive-The Podcast, step into Gucci's food and fashion universe and meet Head Chef **Mattia Agazzi**.

"When you sit at our table the first thing that you see is the Gucci bee: a butter, a bee butter," says Agazzi, as he explains how Massimo Bottura fuses a love of art and cooking with local ingredients at his bistro-style Gucci Osterias in Florence and now Beverly Hills.

Host **Bronwyn Cosgrave** visits the bistro on Rodeo Drive, and experiences its glamorous interior -- cherry red, velvet banquettes and a gleaming, stainless steel kitchen -- and artful, playful dishes, like "Uni Carbonara," a whirl of bright green spaghetti with a twist of orange uni atop or "Oops I Broke the Meringue," a cracked disc of thin meringue with a raspberry colored leaves and flowers echoing the Richard Ginori dinnerware.

Cosgrave also meets **Humberto Leon**, a fashion designer who has turned his creative skills to food, former creative director of the iconic Paris label KENZO. Now Leon has gone back to his roots and, with his mother, sister, and brother-in-law, he has created Chifa, a Peruvian-Chinese restaurant with a sumptuous interior designed to create a feeling of celebration in vivid green and gold, with heart motifs and wallpaper made by Leon with Calico wallpaper.

Leon tells Cosgrave that his passion for food and fashion came from watching his mother sew and cook: "My mom always says you eat with your eyes first," says Leon, adding, "Fashion is all about storytelling. And I think storytelling and food are big commonalities."

**Kathy Gohari**, president of the Rodeo Drive Committee, explains how couture and cuisine have come together to create a democratic entrée into luxury brands. "It's a very smart segue, giving access to people to their brand at a very different level, tapping in into a new market and engaging a much wider audience," says Gohari.