

FOR IMMEDIATE RELEASE
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Launching Today on Rodeo Drive-The Podcast

Season 2/Episode 1

From Runway to Screen: Reimagining the Fashion Show

LISTEN



Beverly Hills, CA, February 9, 2021 – The Rodeo Drive Committee today launched ***From Runway to Screen: Reimagining the Fashion Show***, the first episode in season two of Rodeo Drive–The Podcast. Host **Bronwyn Cosgrave** explores the future of fashion shows with leading commentators in the field. They look at how the fashion show as we know it has been transformed and how fashion houses are pivoting from classic runway presentations to

immersive and digital formats, including a proliferation of fashion films that are reaching wider audiences across multiple platforms.



Fashion photographer **Robert Fairer**, author, editor-at-large at *Air Mail* and special correspondent to *Vanity Fair* **Amy Fine Collins**, fashion and culture journalist and bestselling author **Dana Thomas** and fashion photographer and filmmaker **Solve Sundsbø** discuss the history and evolution of the runway, and the emergence, during a year in lockdown spent staring at screens, of a new type of fashion film. “I think a good fashion film is something between a sentence of a poem and a poem,” said Sundsbø.

Kathy Gohari, Vice President of the Rodeo Drive Committee, continues to keep listeners up to date about happenings on the street, discussing the West Coast debut on Rodeo Drive of the newly-opened Louis Vuitton Temporary Residency, *The Adventures of Zoooom with Friends*, an immersive installation created by Men’s Artistic Director **Virgil Abloh** showcasing the brand’s Spring/Summer 2021 menswear collection. The project began as an animated short during the 2020 Digital Fashion Week in Paris and now brings the virtual and real together as it opens to the public in Beverly Hills.

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Rodeo Drive, now world-renowned, began as little more than a bridle path. Pioneering designers, hoteliers and entrepreneurs transformed it into a rival to New York's Fifth Avenue — with sun, palm trees and Hollywood sizzle. Rodeo Drive-The Podcast connects listeners around the world with up to date stories about the past, present and future of this famed three-block stretch in Beverly Hills.

Robert Fairer

Robert Fairer was born in London in 1966. In 1984 he met his wife and agent Vanessa, who grew up in her mothers' circle of London 60s groundbreaking fashion. Whilst studying for a bilingual business degree outside Paris, France, and briefly working in the tech industry, Robert's focus inevitably moved to his true passion for photography. Robert escaped most weekends to the city, where he was offered forays into the fashion world with Vanessa and her mother and found himself photographing runway shows, escaping to behind the scenes and exploring the great and bohemian side of life in the City of Light. In 1991 after graduating business school, he was accepted to study Photography at The London College of Printing. Robert's rapid recognition for his reportage work at graduate fashion week and the women's wear shows earned him a more than speedy ascent to being one of the most internationally published and in demand runway and later backstage fashion photographers. This editorial success got him noticed and rewarded with much treasured contracts at British Elle, Harper's Bazaar USA and finally American Vogue. For over 17 years Robert became the expected face of backstage photography. The Fairer fashion archive is currently being curated by Vanessa Fairer and published by Thames & Hudson in an Unseen Series of bestseller books. Robert's fourth tome focuses on imagery from 28 collections of RTW & Haute Couture in *John Galliano for Dior*. Robert and Vanessa have just started work on their next venture, *Karl Lagerfeld – The Chanel Years*, due for release in Spring 2022. See full bio in press kit.

Amy Fine Collins

Amy Fine Collins is Editor at Large at Air Mail and Special Correspondent to Vanity Fair. An arbiter and owner of the International Best-Dressed List since 2003, she was inducted into its Hall of Fame in 1994. Long a muse to artists, photographers, and designers, including Geoffrey Beene and Thom Browne, Collins is a frequently consulted advisor and commentator on fashion, and is active at the Metropolitan Museum's Costume Institute, on whose Visiting Committee she sits. Previously Style Editor at both House

& Garden and Harper's Bazaar, she received three degrees in Art History from Swarthmore College and Columbia University, where she also taught for two years. Amy Fine Collins has written or contributed to over a dozen books. Her bestseller, *The International Best-Dressed List: The Official Story*, was published by Rizzoli in 2019.

Sølve Sundsbø

Norway-born, London-based fashion photographer and filmmaker Sølve Sundsbø has garnered respect for his otherworldly concepts, stylistic versatility and open-mindedness towards new technologies, from 3-D scanning to hand-painted retouching. He has shot for publications such as Italian Vogue, Love, Visionaire, V, Interview, i-D, NYTimes, Chinese Vogue, Vogue Nippon and W Magazine. His work has been featured in numerous exhibitions, from group shows to solo displays such as Vogue Photo Festival "Beyond the Still Image" at the Palazzo Reale in Milan in 2018, "Perroquets" in 2008 and "Rosie and 21 Men" in 2013. Sølve has produced imagery for major fashion and beauty brands including Chanel, Armani, Cartier, Mugler, Gucci, Yves Saint Laurent, Dolce & Gabbana, Louis Vuitton, Hermès, Guerlain, Givenchy, H&M, Lancôme, Estée Lauder, Sergio Rossi and Boucheron. He has directed short films for Chanel, Gucci, Lancôme, LOVE, NYTimes, Nike and SHOWstudio. His NY Times piece, "14 Actors Acting" won an Emmy Award for New Approaches to News and Documentary Programming in 2011. Sølve also received high praise for his images of the Alexander McQueen archive shot for the catalogue of the celebrated "Savage Beauty" retrospective at The Metropolitan Museum.

Dana Thomas

Dana Thomas is the author of *Fashionopolis: The Price of Fast Fashion and the Future of Clothes*, *Gods and Kings: The Rise and Fall of Alexander McQueen and John Galliano* and the New York Times bestseller *Deluxe: How Luxury Lost Its Luster*. Thomas began her career writing for the Style section of *The Washington Post*, and for fifteen years she served as a cultural and fashion correspondent for *Newsweek* in Paris. She is currently a contributing editor for British *Vogue*, and a regular contributor to *The New York Times* Style section. She has written for *The New York Times Magazine*, *The New Yorker*, *The Wall Street Journal*, the *Financial Times*, *Vogue*, *Harper's Bazaar*, *T: The New York Times Style Magazine*, and *Architectural Digest*. She wrote the screenplay for *Salvatore: Shoemaker of Dreams*, a feature documentary directed by Luca Guadagnino. In 1987, she received the Sigma Delta Chi Foundation's Ellis Haller Award for Outstanding Achievement in Journalism. In 2016, the French Minister of Culture named Thomas a Chevalier of the Order of Arts and Letters. And in 2017, she was a Logan Nonfiction Fellow at the Carey Institute for Global Good. She lives in Paris.

Images top to bottom: Still from Sølve Sundsbø's *The Ever Changing Face of Beauty* for W Magazine, courtesy Sølve Sundsbø; Backstage at the Christian DiorHaute Couture Fall/Winter 2000-01 fashion show, © Robert Fairer; Backstage at the Christian Dior Haute Couture Spring/Summer 2007 fashion show, © Robert Fairer; Still from Sølve Sundsbø's *Scarves* — Alexander McQueen x Damien Hirst, courtesy Sølve Sundsbø.

Rodeo Drive-The Podcast is presented by the Rodeo Drive Committee with the support of the City of Beverly Hills, The Hayman Family, Two Rodeo Drive, GEARYS and The Beverly Hills Conference & Visitors Bureau.

Podcast Credits

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The Rodeo Drive Committee

Founded in 1972, Rodeo Drive, Inc., also known as The Rodeo Drive Committee is 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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