

## Rodeo Drive-The Podcast Season 2 / Episode 6 Summary

### *Halston, House of Gucci, and Hollywood*

Halston and Gucci dressed the stars of Hollywood and helped put Rodeo Drive on the map. The behind-the-scenes drama at these legendary fashion houses earned them the Hollywood treatment.

*Halston* is the five-time Emmy-nominated Netflix series starring actor Ewan McGregor, directed by Daniel Minahan and produced by Ryan Murphy.

*House of Gucci* is the big-screen movie, opening this fall, starring Lady Gaga and Adam Driver, directed by Ridley Scott.

On this episode of Rodeo Drive-The Podcast, host **Bronwyn Cosgrave** talks to the writers of the books that inspired these narratives.

**Steven Gaines**, author of *Simply Halston* shares his story about Roy Halston Frowick, the small town kid from Iowa who transformed American women's fashion, reigned over 1970s New York, and then lost everything, even his name, to a corporate takeover, sex, drugs and premature death.

"No other designer up until that point had become such a giant superstar, as Halston was, and part of that was Liza (Minelli), Studio 54, that whole thing that was going on," says Gaines, who also recalls his own experiences with the wild discotheque. Of course, he adds, "Halston was a genius in terms of design."

**Sara Gay Forden**, longtime fashion industry reporter, watched the larger-than-life trial of Patrizia Gucci for the hired killing of her ex-husband Maurizio Gucci, the last of the Gucci family to head the fashion house. She wrote the book *The House of Gucci: A Sensational Story of Murder, Madness, Glamor and Greed*.

Forden takes listeners back to the founding of Gucci in Florence a century ago as a leather goods company, and through its strife and glamour-filled transformation into the global megabrand it is today.

"This was a saga," says Forden, "a narrative that combined all the elements that you could imagine: the family, the fashion, the business, the jealousy, the fights."

Listeners will also find out how Rodeo Drive lured these brands as they sought to build relationships with the entertainment world and adorn the stars of Hollywood.