



For Immediate Release

On Rodeo Drive Fashion Embraces Philanthropy

Fashion and luxury brands on Rodeo Drive are making a difference with new initiatives that support the health of our community, our environment and the future.



MCM Soft Berlin Crossbody, part of American Cancer Society Assortment, courtesy MCM.

(Beverly Hills, CA–October 18, 2021)–As fashion and luxury retail on Rodeo Drive bounds back post-pandemic and heads towards the holiday season, it does so with a greater sense of gratitude and responsibility. On Rodeo Drive, leading fashion brands are giving back with new campaigns and collections that support our community, its health and well-being, our environment and our future.

Through the end of this month and in the lead up to its 45th anniversary, the luxury fashion house **MCM**, coveted for its iconic and timeless *visetos* print, is celebrating a third year of partnership with the **American Cancer Society (ACS)**. The brand will leverage its broad and diverse platforms to raise funds, generate awareness and garner

community support to help achieve the ACS mission to save lives, celebrate lives and lead the fight for a world without cancer. All MCM boutiques and its e-commerce platforms will participate with a special product assortment with 10% of proceeds benefiting ACS. Over the past 2 years, MCM has contributed more than \$50,000 to ACS.

Available from October 1 at select **Jimmy Choo** boutiques, including on Rodeo Drive, and Jimmychoo.com exclusive to the United States is a newly-launched limited-edition capsule collection in partnership with the **Breast Cancer Research Foundation (BCRF)**. The curated collection of nine shoes and handbags has been realized exclusively in the perfect shade of bright pink, a signature of BCRF. Jimmy Choo is donating 20% of the purchase price from items in this collection to the Breast Cancer Research Foundation, up to \$100,000.



Selections from Jimmy Choo's limited-edition capsule collection in partnership with BCRF, courtesy Jimmy Choo.

Luxury watch and jewelry retailer **Westime** has raised in excess of \$19 million since 2013 for the national children's charity, **After-School All-Stars (ASAS)** founded by Arnold Schwarzenegger. Westime's ongoing support helps ASAS to provide free, comprehensive in-person and virtual programs for low-income, underserved students across the nation year-round. "Our communities have fragile safety nets during the best of times, and any semblance of security evaporated with the progression of Covid-19," Mr. Schwarzenegger and Westime Founder and ASAS board member Mr. John Simonian shared in a statement on the occasion of the 8th Annual Arnold Schwarzenegger – Westime Charity Night, which took place last month raising \$6.25 million for the charity. "When the pandemic hit, we pivoted as an organization to provide basic, essential needs to students, staff, and families."



Believing that actions today impact tomorrow and taking an important step towards making the dream of zero waste possible, **Zegna's #UseTheExisting™ Triple Stitch Sneaker** by Artistic Director Alessandro Sartori is a re-engineering of the contemporary sneaker and transforms recycled materials into its sleek design. #UseTheExisting is an evolutionary commitment that permeates all of Zegna's collections. For Fall/Winter 2021, Sartori has applied a sustainable mindset to a complete contemporary wardrobe across categories. His eco-conscious vision extends beyond recovered fibers, threads and fabrics from the production process to also include recycled plastics and other materials.

Zegna #UseTheExisting Triple Stitch Sneaker, courtesy Zegna.

The Rodeo Drive Committee has made a new donation this month in support of **Miracle Babies LA**, whose mission is to unite families with their newborns in the Neonatal Intensive Care Unit (NICU) by providing transportation and supportive services. The organization aims to positively impact health outcomes for an entire generation of children, changing the NICU experience from one of fear and helplessness to one of empowerment and positivity.

Kathy Gohari, President of the Rodeo Drive Committee, who is also a patron of Miracle Babies and H.E.A.R.T., commented, "We want to give back—the health and well-being of our entire society is center stage and at risk. The Rodeo Drive Committee's mission is to ensure a healthy and vibrant street and with the holidays around the corner, now is the time to give, and we and our members are taking action and we do so with gratitude to those on the front lines who have allowed us to return to life together. This year, we'll be celebrating with a renewed sense of care for each other and our future."

From November 2 through the end of 2021, as part of its continued commitment to supporting its local community, American luxury jeweler **David Yurman** will donate

twenty percent of the purchase price of select *North Star* designs—inspired by the North Star, a fixed reference point helping travelers find their way home to safety—to the **David Yurman X Unity Fund**, established in partnership with the Robin Hood Foundation, New York City's largest poverty-fighting organization.

During the height of the pandemic, the Rodeo Drive Committee donated lunches and dinners to those working tirelessly at Cedars-Sinai Medical Center. First responders were also honored at this year's Beverly Hills Tour D'Elegance, the Father's Day car show which has been a regular annual fixture on Rodeo Drive for over 25 years and took place this year as a rally in motion.

With the holidays approaching, now is the season of giving—join Rodeo Drive in giving back:

MCM | American Cancer Society

The American Cancer Society (ACS) is committed to helping people learn about cancer screening recommendations, overcoming barriers to get screened and to take the necessary steps to get screened. 1 in 3 people will be diagnosed with cancer in their lifetime, yet many wait until they have symptoms to visit a doctor. Cancer doesn't wait and neither should you. Talk to a doctor to find out which screening tests are right for you. Visit [cancer.org/get-screened](https://www.cancer.org/get-screened) to learn more.

Jimmy Choo | Breast Cancer Research Foundation (BCRF)

Breast cancer is a complex disease with no simple solution. Research is the key to stopping it in its tracks. Founded in 1993 by Evelyn H. Lauder, the Breast Cancer Research Foundation is the largest private funder of breast cancer research in the world. We invest in the best minds in science—from those investigating prevention to metastasis—and foster cross-disciplinary collaboration. Our approach accelerates the entire field and moves us closer to the answers we urgently need. We can't stop now. Join us in fueling the world's most promising research. With you, we will be the end of breast cancer. Learn more and get involved at [BCRF.org](https://www.bcrf.org)

After-School All-Stars

After-School All-Stars provides free, comprehensive after-school programs that keep children safe and help them succeed in school and life.

Zegan | #UseTheExisting

Zegna is the only brand that owns a natural reserve 30 times larger than Central Park, located in the Biella Alps in Piemonte, Northern Italy. It is where the philanthropic vision and "green thought" of the brand's founder Oasi Zegna began. Sustainable projects that

tangibly involve the environment and the community were initiated with a program of environmental reclamation in the 1930s, and have continued with the planting of more than 500,000 conifer trees

Miracle Babies Los Angeles

Miracle Babies provides direct and supportive services so families can be with their critically ill babies in the neonatal intensive care unit (NICU), thereby reducing the babies' stress and changing health outcomes.

David Yurman X Unity Fund

The Robin Hood Foundation is New York City's largest poverty-fighting philanthropy. In 2020, the Robin Hood Foundation invested nearly \$200 million to provide COVID relief, legal services, housing, meals, workforce development training, education programs and more to families in poverty in New York City.

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.

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