

Rodeo Drive and the Art in Shopping.

Gucci's *Exquisite* campaign launches, **Veuve Clicquot's *Solaire Culture*** will open this fall, **Louis Vuitton's *200 Trunks 200 Visionaries*** and **Saint Laurent Rive Droite's** exhibition of filmmaker and photographer **Sébastien Zanella** remain on view, a **Dior** pop up transports you to Paris, a new dining experience at ***The Hideaway*** awaits, and mark your calendars for the season's finale - the annual ***Rodeo Drive Holiday Lighting Celebration***.



From Gucci's *Exquisite* campaign by Alessandro Michele - a tribute to Stanley Kubrick. Courtesy Gucci.

(Beverly Hills, CA) – This Labor Day weekend and as fall approaches and visitors plan ahead for the holidays, Rodeo Drive embraces its role at the intersection of fashion, art and entertainment with a series of new Fall/Winter 22 collections inspired by contemporary artists and legendary cinematographers, world-class and immersive art exhibitions that celebrate luxury travel and the practice of women artists, innovative and award-winning international dining experiences and the sparkling Rodeo Drive Holiday Lighting Celebration is scheduled for November 17, 2022.



“Rodeo Drive is more vibrant and relevant than ever right now,” said Rodeo Drive Committee President **Kathy Gohari**. “This summer visitors have flocked to Rodeo Drive. The world’s most iconic, luxury fashion destination is an inspiration with luxury brands presenting immersive exhibitions and pop ups in collaboration with some of today’s most important artists, architects, filmmakers and designers. We have an exciting new season ahead with visionary F/W collections arriving in our boutiques every day, and plans for exceptional holiday decor and our outstanding Rodeo Drive Holiday Lighting Celebration.”

This week, Gucci’s *Exquisite* campaign (above) by **Alessandro Michele** launches to accompany its Fall 22 collection now on Rodeo Drive. It is as Michele says, “My tribute to cinema and to one of its brightest maestros, **Stanley Kubrick**. A philosophic filmmaker who, better than others, emanated the magic of that inextricable knot through which cinema exudes life and magnifies it. With *Exquisite* I carry on my attempt to mingle high and low, this time coherently and synergistically with the grammar of the great director. ...I could never imagine clothes as severed from the story and life of the person wearing them. If you ask me, a garment is not, and never will be, just a piece of fabric. It’s rather the means through which we are able to unfold who we really decide to be, it’s how we shape our desires and the ultimate sense of our staying. “



Exterior of Louis Vuitton’s *200 Trunks 200 Visionaries The Exhibition* now on view at 468 N. Rodeo Drive through September 6, 2022, image courtesy Louis Vuitton.

At Louis Vuitton’s **200 Trunks 200 Visionaries** traveling exhibition, experience 200 imaginative trunks realized by 200 visionaries. The exhibition offers a stage for the visionaries’ trunks to be viewed as an ongoing tribute to Louis’s innovative legacy. A mosaic of talents and

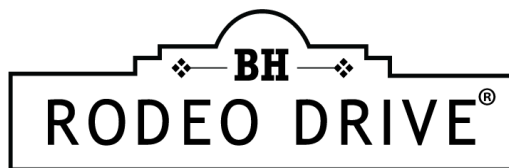


friends of the House –spanning arts and culture, the sciences, sports, global causes and more – were invited to personalize the emblematic trunk, among them **Supreme, Peter Marino, Lego, Alex Israel** and **Fornasetti**. A metaphorical blank canvas measuring 50 x 50 x 100 centimeters, approximately dimensions of the original trunk that Louis conceived in the 1850s, yielded 200 extraordinary transformations: vessels transmitting dreams and desires, abstract concepts, and artistic expressions. On view through September 6, 2022.

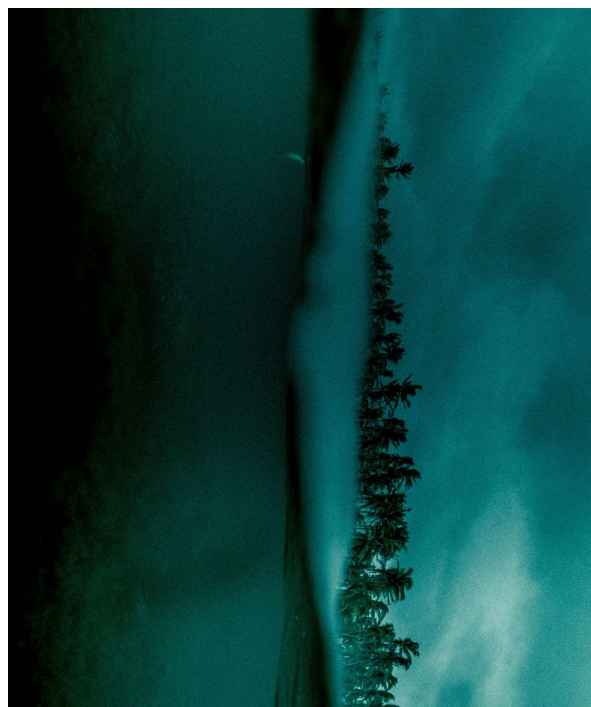


A look at Veuve Clicquot's *Solaire Culture* exhibit, image courtesy Veuve Clicquot.

In the same location at 468 North Rodeo Drive, where the luxury hotel the Cheval Blanc Beverly Hills is planned to open, ***Solaire Culture***, the first ever global traveling exhibition from Veuve Clicquot will open in celebration of 250 years of the iconic champagne house. Visitors will be able to immerse themselves in Veuve Clicquot's legacy through a modern and enticing journey exploring the house's heritage, savoir-faire and cultural imprint from 1772 to the present day. An all-women organized exhibition, it was conceived in collaboration with French curator, **Camille Morineau**, and designer, **Constance Guisset** in honor of the life of **Madame Clicquot**, its iconic Yellow label and the many works produced for Veuve Clicquot in the 20th century by artists such as **Yayoi Kusama**. To celebrate Madame Clicquot's entrepreneurial spirit, Veuve Clicquot has commissioned all women artists to create artwork for the occasion; **Sheila Hicks, Monique Frydman, Moyoko Anno, Tacita Dean, Penelope Bagieu, Ines Longevial, Aurelia Durand, Olimpia Zagnoli, Rosie McGuinness** and **Cece Philips** are among the exhibitors. Opening October 26–November 16, 2022.



At **Saint Laurent Rive Droite**, an exhibition of provocative films and images by director, documentary filmmaker and photographer **Sébastien Zanella** curated by **Anthony Vaccarello** explores freedom of expression and the human condition in the global culture of skateboarding, surfing, and the street.



Specially shot for Saint Laurent Rive Droite, a series of photographs will be on display in SLRD stores in Paris and Los Angeles. The exhibition is built around a dialogue between two worlds. An urban, masculine, young, protesting universe, in a brutalist architecture, in black and white. Then on the other hand a feminine universe, colored, in a natural environment, aquatic and centered around surfing. At the Rodeo Drive SLRD boutique through September 9, 2022.

Image courtesy Saint Laurent.

At the **Dior Men Winter 2022 Pop Up**, let yourself be transported to the Alexandre III bridge, a dreamy Parisian setting. The iconic Pegasus sculpture, featured exclusively at the Rodeo Drive



location has been created using a 3D printer to capture even the smallest of details and then finished with gold leaf. Lights in the entry tunnel and inside on the bridge flicker on and off alongside imagery of the Parisian skyline. A curved LED screen shows the Winter 22 campaign video. The Rodeo Drive installation is one in a global series of which includes an installation at Dior's New York Flagship boutique on 5th Avenue. On view through September 19, 2022.

DIOR MEN WINTER 22 pop up on Rodeo Drive, photo Erik Undéhn, courtesy Dior.



Break away from your shopping with a light and luxurious lunch or dinner at the newly-opened **The Hideaway**, at the legendary **208 Restaurant** on Two Rodeo Drive, or enjoy Head Chef Mattia Agazzi's Michelin-starred fare at the **Gucci Osteria di Massimo Bottura Beverly Hills**.

As we head towards the season of giving, consider supporting **The Hollywood Vet Gala** taking place on October 6, 2022 and the Beverly Wilshire. The transformative and innovative non-profit and charity benefits veterans by harnessing the power of blockchain, Web3 and Metaverse technologies. The celebrity gala and awards dinner will raise funds for the development of transitional and stable housing facilities for veterans experiencing homelessness.

Bookending the season with a sparkling holiday celebration of lights, fireworks and festive entertainment, the annual **Rodeo Drive Holiday Lighting Celebration** will take place along the length of Rodeo Drive on November 17, 2022. Free and open to all, this evening is not to be missed.

And ICYMI, listen back to the third season of **Rodeo Drive-The Podcast** [here](#) and wherever you get your podcasts. Watch the videos captured in the making [here](#).

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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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