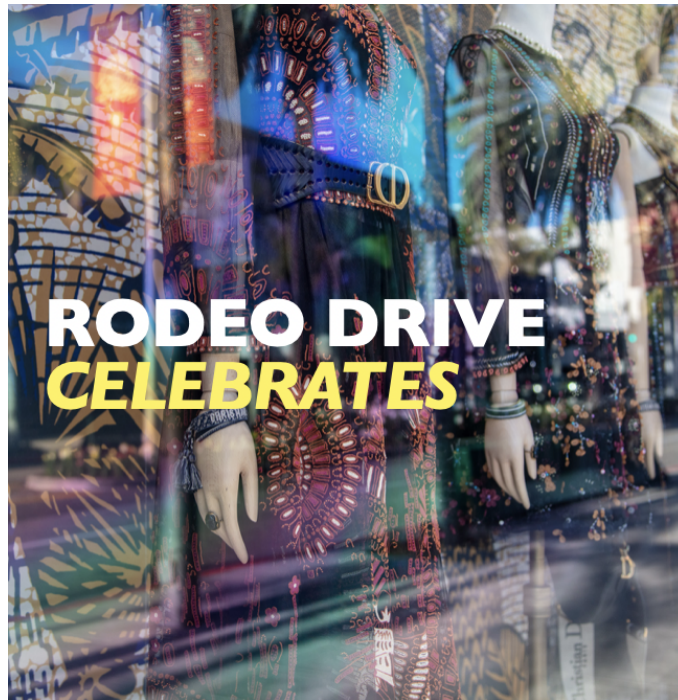


FOR IMMEDIATE RELEASE

“RODEO DRIVE CELEBRATES”

New annual program over two dedicated weeks will celebrate the exemplary craftsmanship, creativity and innovation in fashion, timepieces and fine jewelry on the world’s leading luxury thoroughfare.



Beverly Hills, CA, May 3, 2023 –The Rodeo Drive Committee announced today the launch of a new, annual program of collaborative, street-wide, retail activations, ***Rodeo Drive Celebrates***. The program will take place every year over two dedicated weeks in summer and fall; ***Rodeo Drive Celebrates Fashion***, August 7-13, 2023 and ***Rodeo Drive Celebrates Timepieces & Fine Jewelry***, October 1-7, 2023.

Established to create excitement on the street and engage local and international visitors, a series of intimate, in-store, celebratory happenings and bespoke activations and experiences will honor the exemplary craftsmanship, creativity and innovation on the world’s leading fashion thoroughfare.



“Rodeo Drive is home to more than 100 of the world’s leading luxury brands. With our new program *Rodeo Drive Celebrates* the boutiques and businesses on this legendary fashion thoroughfare have come together to honor the very best in fashion, watches and fine jewelry. Launching for the first time this August, *Rodeo Drive Celebrates* will raise a glass to the best in fashion and luxury on Rodeo Drive. A vibrant program of public and private events and happenings will open our doors to customers and visitors, both local and international. This level of collaboration among neighboring businesses and brands is exceptional and is a testament to the unparalleled commitment to access and community on Rodeo Drive,” says Rodeo Drive President Kathy Gohari.

Among the public and private activations planned are VIP cocktail receptions and dinners, designer and celebrity meet and greets, autographed book signings, special trunk shows and collection presentations, panels, wine and whiskey tastings, and photo moments and opportunities.

Each dedicated week-long *Rodeo Drive Celebrates* program will be accompanied by a month-long, tailored, visual marketing and communications campaign displayed on street pole banners on Rodeo Drive, in advertising, social media across Rodeo Drive, Beverly Hills Conference and Visitors’ Bureau, the Beverly Hills Chamber of Commerce, local hotel and participating boutique and business channels, as well as by direct to customer outreach.

Program dates:

Rodeo Drive Celebrates Fashion | August 7-13, 2023

Rodeo Drive Celebrates Timepieces & Fine Jewelry | October 1-7, 2023.

More details to follow.

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.

Visit rodeodrive-bh.com | Follow [@rodeodrive](https://twitter.com/rodeodrive) #onlyonrodeo

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