



FOR IMMEDIATE RELEASE

RODEO DRIVE CELEBRATES FASHION 2025

**A Tribute to Style, Cinema, and Culture Under New Leadership
August 4–10, 2025, Beverly Hills, CA**

**RODEO DRIVE LIGHTS UP UNDER PRESIDENT KATHY GOHARI TO HONOR MONA MAY
ON THE 30TH ANNIVERSARY OF *CLUELESS* AND SPOTLIGHT THE BEST IN GLOBAL
FASHION**



Rodeo Drive street pole banners designed by Richard Orlinski

Beverly Hills, CA – The Rodeo Drive Committee announced today its third edition of **Rodeo Drive Celebrates Fashion**, returning **August 4–10, 2025**, with a dynamic week-long program of exclusive events, immersive experiences, and fashion-forward activations that turn the spotlight on the exemplary craftsmanship, creativity and innovation in fashion that continue to distinguish Rodeo Drive among the world’s most visited luxury destinations.

This year's edition marks the first official street-wide initiative under the leadership of newly elected Rodeo Drive Committee President **Kathy Gohari**. The 2025 celebration also coincides with the 30th anniversary of the beloved teen movie hit *Clueless* and honors its celebrated costume designer **Mona May**, whose visionary looks helped define an era and inspire generations of designers and stylists.

“In celebrating fashion on Rodeo Drive, we are also celebrating those who shape its cultural influence—from visionary designers to the storytellers behind the scenes,” said Kathy Gohari, President of the Rodeo Drive Committee. **“It’s a privilege to honor Mona May, whose iconic costume designs for *Clueless* forever changed how we see youth fashion and style. *Rodeo Drive Celebrates Fashion* invites the world to rediscover the spirit, craftsmanship and innovation that define our legendary street.”**

New Podcast Episode Kicks Off the Celebration

To launch the week of events, a **special edition of *Rodeo Drive – The Podcast*** will debut on Monday, August 4, featuring an inspiring conversation between Mona May, Costume Designer of the 1995 teen movie hit *Clueless* and 2025 honoree of Rodeo Drive Celebrates Fashion with **Beverly Hills Mayor Sharona R. Nazarian, PsyD**. The two discuss fashion, film, culture, and creativity. Listen wherever you get your podcasts and at <https://www.rodeodrive-bh.com/podcast>



Left to right: Mona May, Costume Designer of *Clueless*, Beverly Hills Mayor Sharona R. Nazarian, PsyD, and Rodeo Drive Committee President Kathy Gohari.

A Week of Fashion, Style, and Tribute

During the week-long Rodeo Drive Celebrates Fashion, the glamorous “street of dreams” will come alive with special invitations to bespoke boutique experiences, pre-fall collection previews, personalized styling sessions, and exclusive product launches at many of its luxury boutiques and fashion houses.

“As summer comes alive in Beverly Hills, we welcome residents and visitors to experience why Rodeo Drive continues to set the global standard for luxury fashion,” said Beverly Hills Mayor Sharona R. Nazarian, PsyD. “This celebration is more than a showcase of world-class design, it’s a vibrant fusion of creativity, community, and the signature hospitality that defines our city.”

Highlights Include:

Auto Vault Storage

August 8, 12–3 PM

Enjoy iced coffee and a rare, street-side display of vehicles from the Auto Vault private collection.

Buccellati

August 8–9, 12 PM to close

An exquisite Italian experience with Franciacorta and cookies, served inside the boutique.

Fendi

August 6, 3–7 PM

Preview the FW25–26 collection with complimentary Aperol Spritz, Rosé, and Champagne. Be among the first to pre-order pieces ahead of the September public launch.

Henry Jacques

August 9, 2 PM & 4 PM

Explore the latest perfume collection, *Il y avait un Jardin*, paired with refreshing popsicles.

La Maison Valmont + Lise Charmel

August 7, 5–7 PM | 234 N Rodeo Drive

Unveiling of Lise Charmel’s luxury swimwear collection and preview of 2025 trends.

RSVP to Juliana Hussin at 310-601-0293 or juliana.hussin@valmont.ca

Piaget – Métiers de Gemmes: Sixtié Atelier Experience

August 9, 12–3 PM | 465 N Rodeo Drive

Become a gemmologist for a day at Piaget’s Geneva-inspired atelier experience. Learn about precious stone selection and the art of fine watchmaking. *Appointment required.*

Westtime Certified Pre-Owned Boutique

August 8, 3–6 PM

Sip fine whiskey while exploring rare timepieces from Rolex, Patek Philippe, and more.

Zegna

August 4–9, 10 AM–6 PM; August 10, 12–5 PM

Preview the latest Fall/Winter 2025 collection.

An Artist-Led Visual Campaign and Public Art Installation

Now on Rodeo Drive, vibrant, colored street pole banners announcing *Rodeo Drive Celebrates Fashion* designed by French artist **Richard Orlinski** – the biggest selling contemporary French artist in the world since 2015 – accompany and echo the outdoor *Rodeo Drive x Richard Orlinski* exhibition of large scale and spectacular, faceted sculptures of Kongs and panthers, on view through January 2026, and accessible to all.

“This is a moment to raise a glass to Rodeo Drive! There is nothing comparable,” said Gohari. **“From spectacular storefronts and couture-level service to once-in-a-lifetime collaborations, Rodeo Drive connects through fashion, craftsmanship, and community. But beyond its glamour, it’s the emotional connection — the memories made, the dreams inspired — that truly defines the Rodeo Drive experience.”**

Coming This Fall

Rodeo Drive Celebrates Timepieces and Fine Jewelry

October 6–12, 2025

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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