



FOR IMMEDIATE RELEASE

Rodeo Drive Celebrates Fashion 2026

A Tribute To 50 Years At The Vanguard Of Luxury Fashion And Style

August 3–7, 2026, Beverly Hills, CA



Rodeo Drive Celebrates Fashion street pole banners by CELINE

Beverly Hills, CA – The Rodeo Drive Committee's fourth edition of ***Rodeo Drive Celebrates Fashion***, a week-long program of exclusive events, immersive experiences, and fashion-forward activations is now underway from **August 3-7, 2026**. This edition turns the spotlight on Rodeo Drive's 50 year evolution and the exemplary craftsmanship, creativity and innovation that continue to distinguish it among the world's most visited luxury destinations.

Established in 1977 by **Fred Hayman** and a group of visionary business leaders and entrepreneurs, the Rodeo Drive Committee has stewarded the luxury retail thoroughfare over 50 years, securing its place on the international luxury map alongside the likes of New York's Fifth Avenue, London's Bond Street, Paris's Rue St. Honoré and Rome's Via Condotti. What began as a bold vision became a global blueprint for experiential luxury retail.

Today, Hayman's legacy continues under the leadership of **Kathy Gohari**, President of the Rodeo Drive Committee, who began her career on Rodeo Drive as a teenager in the 1980s and has witnessed its transformation firsthand.

"Celebrating fashion on Rodeo Drive is really about celebrating the visionaries, the relationships and the experiences that built this street over the last 50 years," said Gohari, President of the Rodeo Drive Committee. "Fred Hayman understood early on that luxury was never just about selling products — it was about creating a feeling, an atmosphere, and a sense of belonging. That spirit continues to define Rodeo Drive today.

This year's celebration will also honor **Robert Hayman**, son of Fred Hayman, for his continued stewardship of his father's vision and his role in preserving Rodeo Drive's legacy as a global center of luxury, fashion and hospitality.

"Rodeo Drive has always been about more than retail," said Robert Hayman. "It's about hospitality, glamour, entertainment and creating the experience people will remember. That was my father's vision from the beginning, and it's remarkable to see how it continues to evolve for a new generation."

This year's *Rodeo Drive Celebrates Fashion* is marked by a colorful street pole banner campaign supported by **CELINE**. Along the length of the iconic fashion street, each of the several banners represents one of the many silks and scarves featured in the new [Infinite Possibilities](#) campaign and collection by the house.

A Tribute to Fashion and Style and How A Street of Dreams Was Born

Throughout the week, Rodeo Drive's luxury boutiques and maisons will open their doors for a curated program of exclusive experiences, including bespoke appointments, pre-fall previews, private styling sessions, artisan demonstrations, limited-edition launches, and immersive brand activations.

"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 Craig A. Corman**. "This milestone anniversary celebrates not only Rodeo Drive's extraordinary legacy, but also its future. The street continues to evolve through architecture, art, exceptional dining and immersive retail experiences, yet at its heart it remains a place of human connection. Rodeo Drive is more than a showcase of world-class design—it is a vibrant expression of creativity and the signature hospitality that defines the City of Beverly Hills."

A first look at the highlights includes:

Abel Richard

Join us at Abel Richard for an exclusive in-store experience during *Rodeo Drive Celebrates Fashion*. Enjoy a guided tour of Abel Richard's luxury handbag collection and discover the heritage craftsmanship of Montegrappa writing instruments, accompanied by a glass of Cristal.

Monday–Saturday: 10am–6pm

Sunday: 12–5pm

RSVP: BHBoutique@abelrichard.com

236 N Rodeo Drive, Beverly Hills, CA 90210

Bvlgari

Join Bvlgari for an exclusive ‘Toast & Tour’ as part of *Rodeo Drive Celebrates Fashion*. Guests will enjoy a private boutique tour, discover Bvlgari's latest jewelry, watch, and fragrance collections, and conclude the experience with a rooftop champagne toast and brunch.

Invite Only.

401 N Rodeo Drive, Beverly Hills, CA 90210

Vicky on Rodeo

Start your morning at Vicky on Rodeo with a special \$18 breakfast, featuring a butter croissant, coffee, and a baguette with butter and jam, served on the patio above the Two Rodeo Steps.

Monday - Saturday, 9–11am. Walk-ins welcome.

208 N Rodeo Dr, Beverly Hills, Ca, 90210

“This anniversary is a moment to reflect on how far Rodeo Drive has come — from Fred Hayman’s original dream to the extraordinary global destination it is today,” said Gohari. “There is nowhere else quite like it.”

Coming This Fall

Rodeo Drive Celebrates Timepieces and Fine Jewelry

October 5–9, 2026

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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