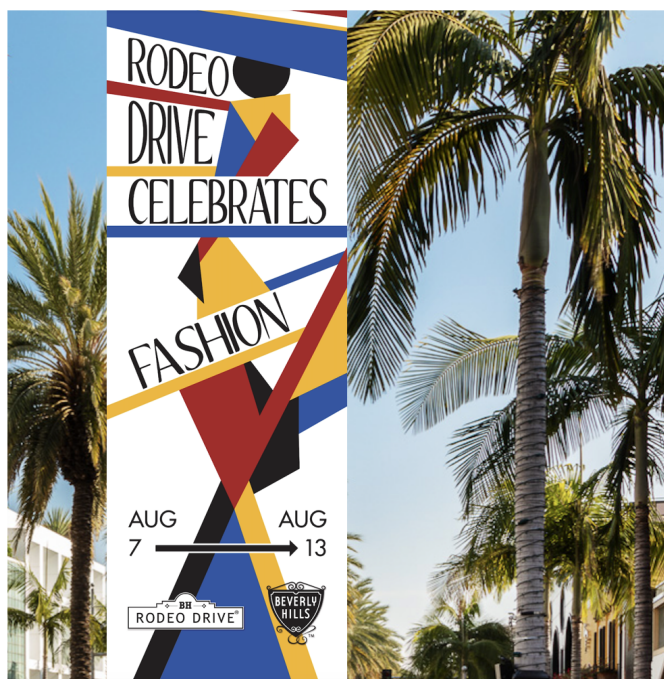


FOR IMMEDIATE RELEASE

RODEO DRIVE CELEBRATES FASHION
August 7–13, 2023

Discover the craftsmanship, creativity and innovation in fashion on the world's leading luxury thoroughfare

Legendary street will come alive with pre-fall collection previews, personalized styling sessions, exclusive product offerings and special invitations



Beverly Hills, CA, July 25, 2023 –The Rodeo Drive Committee announced today details of the first edition of the new, annual week-long program ***Rodeo Drive Celebrates Fashion***, which will take place from August 7-13, 2023.

Rodeo Drive Celebrates Fashion will honor the exemplary craftsmanship, creativity and innovation in fashion that continue to distinguish Rodeo Drive among the world's most visited luxury destinations. Rodeo Drive Committee member boutiques, hotels and restaurants on the glamorous Beverly Hills street will collaborate to invite customers and guests to discover a series of bespoke fashion and in-boutique experiences celebrating fashion on Rodeo Drive.

Among the international fashion houses, luxury brands, legendary hotels and fine dining establishments confirmed to participate with special events and happenings for the inaugural edition, **Bulgari** will invite guests by appointment to experience 75 years of the iconic *Serpenti* collection and a personalized jewelry styling session; **Brioni** will welcome guests to preview its new Fall/Winter 2023 RTW and Bespoke fabric collections and appointments can be made to meet the in-house tailor for a personalized fitting; **Cartier** will host clients and guests for private appointments and an activation focused on wardrobing watches, jewelry and accessories; **Frette** will present its Fall / Winter 2023 collection: *An Homage to Moments of Dreaming*, inviting guests to discover the world of Frette; **Henry Jacques** will invite guests to build the perfect perfume wardrobe to complement their lifestyle and receive a specially-designed collection of Compartés chocolates reminiscent of its scents to accompany their purchase; **Moncler** will host “Summer Aperitivos at Moncler” with drinks, light bites and a DJ set; **Ralph Lauren** will invite clients and guests to private styling appointments in its VIP Suite with champagne and refreshments and a preview of the brand’s new Pre-Fall Collections; **Two Rodeo Drive** will present live afternoon music on Via Rodeo by bands *Gold Standard* and *Renaissance*; and **Zegna** will celebrate in their new Rodeo Drive location for drinks by the bar and an exclusive preview of its upcoming collections. Participants also include **208 Rodeo Restaurant, Amiri, Auto Vault Storage, Beverly Wilshire, A Four Seasons Hotel, Dior, Giorgio Armani, Loro Piana, and Mikimoto.**

“This is a moment to raise a glass to Rodeo Drive! There is nothing comparable. The legendary street’s magic continues thanks to the exemplary fashion design and craftsmanship from the greatest fashion houses and brands in the world, the architect-designed boutique spaces, the spectacular window displays, exclusive artist collaborations and pop ups, and our unrivaled customer service,” said Rodeo Drive Committee President **Kay Monica Rose**. “With our new program *Rodeo Drive Celebrates*, Rodeo Drive Committee member boutiques and businesses who are committed to the advancement and preservation of the street and its unique community, have come together as neighbors. They will open their doors with invitations to customers, residents and visitors – local and international, to a series of special celebrations in honor of Rodeo Drive’s unique place in fashion.”

“As summer moves into full swing, we invite our visitors and community to see firsthand why Rodeo Drive is THE place to be for fashion: our merchants’ expert craftsmanship, their appreciation for fashion, as well as their unrivaled hospitality and customer service,” said **Beverly Hills Mayor Dr. Julian Gold**. “*Rodeo Drive Celebrates Fashion* is a great opportunity to visit our shops, stay in our hotels, and take advantage of the special offerings and personalized experiences.”

Since the 1960s, Rodeo Drive has been recognized as a coveted destination at the intersection of fashion, luxury and entertainment. The opening of Giorgio Beverly Hills in 1961 by Fred Hayman, “the Godfather of Rodeo Drive,” followed shortly after by Aldo Gucci opening the first Gucci boutique, then Van Cleef & Arpels, a Vidal Sassoon salon and Bijan Pakzad’s “most expensive boutique in the world” cemented the foundation for one of the Rodeo Drive

Committee's early goals "to promote Rodeo Drive as America's answer to the glamor of Rome's Via Condotti, London's New Bond Street and Paris's Faubourg St-Honoré." Now, nearly five decades later, the street still has the highest concentration and diversity of luxury retail stores in the world. Among the more than 100 luxury brands on the street, CHANEL, Givenchy, Louis Vuitton, Dior, Burberry, Versace, Vera Wang, to name a few, continue to invest for the long term in the design and build of stellar, flagship boutiques. Rodeo Drive's inextricable ties to Hollywood and the entertainment industry as the go to service for red carpet fashion and styling and a hot spot for celebrity shopping add to the allure. In this tradition, *Rodeo Drive Celebrates Fashion* continues the street's singular legacy as an international fashion destination.

A Bauhaus-inspired creative campaign begins this month with modern, colorful red, blue, yellow, black and white graphics on street pole banners along the length of Rodeo Drive, print advertising and social and digital media activity across Rodeo Drive, Beverly Hills Conference and Visitors' Bureau, the Beverly Hills Chamber of Commerce, local hotel and participating boutique and business channels.

The second annual, week-long program ***Rodeo Drive Celebrates Timepieces & Fine Jewelry*** will take place in fall from October 1-7, 2023.

For information about how to discover and experience *Rodeo Drive Celebrates Fashion* at your favorite boutiques, please contact the boutiques directly, and visit rodeodrive-bh.com for further details.

Also on view simultaneously on Rodeo Drive through September 25 is the pop up art installation ***Imagiro*** by internationally acclaimed **Mr Brainwash**, the moniker for **Thierry Guetta**, the French-born, street artist. Nine large-scale, brightly-colored, metal sculptures of origami animals are installed along the length of Rodeo Drive as part of a photo-friendly, interactive public art project that is free and open to all.

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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