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**RODEO DRIVE CELEBRATES TIMEPIECES AND FINE JEWELRY**

**A Tribute to Craftsmanship, Artistry and Innovation**

**October 6–12, 2025**

**RODEO DRIVE SPARKLES WITH THE RETURN OF THE 3RD ANNUAL CELEBRATION  
SPOTLIGHTING THE WORLD'S MOST RENOWNED WATCHMAKERS AND JEWELERS**



Banners sponsored by DIOR line Rodeo Drive in anticipation of Rodeo Drive Celebrates Timepieces and Fine Jewelry, October 6-12, 2025. Photo courtesy of the Rodeo Drive Committee.

**Beverly Hills, CA** – The Rodeo Drive Committee announces the return of the 3rd Annual *Rodeo Drive Celebrates Timepieces and Fine Jewelry*, taking place October 6–12, 2025. This week-long program brings the world’s most renowned watchmakers and jewelers together on the legendary “Street of Dreams,” illuminating the exceptional artistry, design, and innovation that define the very best in horology and fine jewelry.

## **2025 Honoree**

At a sparkling October 6 kick off reception and tribute on the Rodeo Terrace at Beverly Wilshire, A Four Seasons Hotel, **Thomas J. Blumenthal, President and CEO of GEARYS Beverly Hills**, will be honored for his visionary leadership in luxury retail and his role in shaping Rodeo Drive as a premier destination for watchmaking and fine jewelry. A third-generation steward of his family’s 95-year-old business, Blumenthal has expanded GEARYS into a leader in luxury timepieces, including the opening of the first multi-level building housing flagship **Rolex** and **Patek Philippe** boutiques in the US on Rodeo Drive.

*“This celebration shines a light not only on extraordinary timepieces and jewelry, but on the heritage, craftsmanship, and innovation that define them,”* said **Kathy Gohari**, President of the Rodeo Drive Committee. *“Rodeo Drive is a world stage for luxury. With each edition of Rodeo Drive Celebrates, we honor the visionaries whose creativity and passion continue to inspire collectors, connoisseurs, and dreamers across the globe. This year, we are especially proud to honor Tom Blumenthal for his extraordinary commitment and success in luxury retail, and for carrying forward the remarkable legacy of GEARYS Beverly Hills into its third generation.”*

## **A Week of Discovery, Exclusivity, and Style**

Throughout the week, Rodeo Drive’s flagship boutiques will offer private invitations to exclusive product debuts, bespoke shopping experiences, and in-depth showcases highlighting extraordinary design, rare materials, and cutting-edge innovation in timepieces and jewelry. Visitors are advised to check with their favorite brands and boutiques for details of special events and programs.

Marking the occasion, a striking series of bright, white pole banners sponsored by **DIOR** line Rodeo Drive, echoing the sleek architectural forms of its luxury storefronts and heralding the highly anticipated, newly-opened, flagship DIOR boutique. The three-story space unites women’s, men’s, and children’s collections with leather goods, accessories, jewelry, shoes, and home décor. It will house Dior’s first restaurant and dining experience in the US — Monsieur Dior by **Dominique Crenn** – that is set to open its doors later this fall. The 105-seat space also marks the Los Angeles debut for Crenn, the first American woman chef to earn three Michelin stars. The third-floor rooftop restaurant has indoor and outdoor seating along with a lounge, bar, and terrace.

*“Rodeo Drive Celebrates Timepieces and Fine Jewelry is an invitation to experience the poetry of craftsmanship, where precision meets passion, and every piece tells a story,”* said Beverly

Hills Mayor **Sharona R. Nazarian, PsyD.** “*It is through celebrations like this that Beverly Hills continues to define itself as the global stage for elegance, innovation, and luxury.*”

## **Rodeo Drive Celebrates – A Signature Series**

*Rodeo Drive Celebrates* is a bi-annual program designed to spotlight creativity across luxury industries. In August, *Rodeo Drive Celebrates Fashion* honors global fashion excellence; in October, *Rodeo Drive Celebrates Timepieces and Fine Jewelry* elevates jewelry and watchmaking. Together, these marquee events showcase the cultural influence and creative legacy of Rodeo Drive.

## **Coming Soon on Rodeo Drive: The Holiday Season**

Immediately following the October celebration, Rodeo Drive will transform once more this year for its most beloved tradition: the ***Rodeo Drive Holiday Lighting Celebration***, held on **Thursday, November 13, 2025** from **5:00–8:15 p.m.** This year’s theme, *Enchanted Holiday Dreams*, draws inspiration from Tchaikovsky’s classic ballet *The Nutcracker*, and will feature live performances, roaming entertainers, festive food trucks, two wine gardens, and a grand fireworks finale with a special appearance by Santa Claus.

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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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