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RODEO DRIVE SHINES WITH THE RETURN OF ITS ANNUAL TIMEPIECES AND FINE JEWELRY CELEBRATION

A Celebration Of Craftsmanship, Design And The Art Of Time Brings The World's Leading Watchmakers And Jewelers Into The Spotlight As Part Of The Rodeo Drive Committee's 50th Anniversary



Banners supported by Harry Winston line Rodeo Drive for *Rodeo Drive Celebrates Timepieces and Fine Jewelry,* October 5–11, 2026, part of the ongoing Rodeo Drive Committee 50th Anniversary program

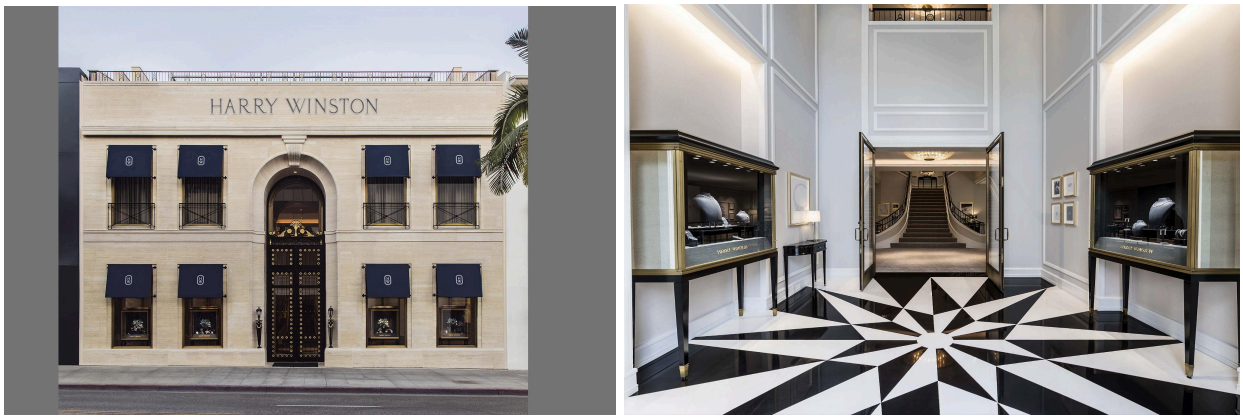
BEVERLY HILLS, CA — Rodeo Drive will once again shine a spotlight on the extraordinary world of timepieces and fine jewelry with the return of ***Rodeo Drive Celebrates Timepieces and Fine Jewelry****,* kicking off **Monday, October 5, 2026**. The annual celebration is part of the ongoing yearlong celebration of the **Rodeo Drive Committee's 50th Anniversary**, honoring five decades of bringing together the retailers, hoteliers and landowners who have helped shape the iconic destination.

Kicking off October 5, a spectacular new street-pole banner program sponsored by **Harry Winston** will line Rodeo Drive, celebrating the maison's legacy of design and bringing an added sense of glamour to the famed boulevard.

Founded in New York City in 1932, the House of Harry Winston continues to set the standard for the ultimate in fine jewelry and high-end watchmaking. From the acquisition of some of the world's most famous gemstones, including the Jonker and Hope Diamonds, to adorning generations of famous faces, from Hollywood screen legends to royal dignitaries, for nearly a century, the Harry Winston name has been synonymous with the best there is.

Known throughout his life as the "King of Diamonds" and "Jeweler to the Stars," Harry Winston's innovative designs were brought to Rodeo Drive in 1986. Twenty years later, the West Coast flagship relocated to 310 North Rodeo Drive, where it remains today.

The illustrious histories of Rodeo Drive and Harry Winston are deeply intertwined; each having played a defining role in shaping the world of luxury. Both are rooted in a legacy of excellence and an enduring ability to attract and inspire the extraordinary. As the Rodeo Drive Committee celebrates 50 remarkable years, Harry Winston celebrates 40 years on the iconic avenue and two decades at its current address—a shared history that reflects a lasting commitment to excellence and the extraordinary.



Harry Winston on Rodeo Drive, exterior and interior views, images courtesy Harry Winston and Rodeo Drive Committee

During Rodeo Celebrates Timepieces and Fine Jewelry, on Thursday, October 8, 2026, leading luxury brands will invite guests to discover new collections and exceptional creations through

special previews, informal viewings and in-store activations, shining a light on the artistry, innovation and craftsmanship behind today's most coveted timepieces and jewels.



Into The Wild Panthere ring and Tiger watch, images courtesy Cartier and Rodeo Drive Committee

Highlights include **Buccellati's** new Etoilée Color and Etoilée Mini Creations. Born in the 90s from Andrea Buccellati's intuition, the original Étoilée design was inspired by Ancient Roman mosaics, referencing their characteristic patterns and geometry. The new creations introduce colored stones — Rubies, Spessartines, pink Sapphires, Tzavorites, and blue Sapphires, that blend harmoniously with gold, creating an explosion of color that enhances the beauty of the original design and celebrates its vibrant, contemporary style; **David Yurman**'s Chevron Collection of Chevron tags, a sculptural take on a timeless motif, precision-carved in precious metals with clean lines and bold angles, and set by hand with gemstones and pavé diamonds; and **Cartier,** which invites visitors to step *Into The Wild* with exquisite new creations inspired by its *menagerie***.** Visit **Pomellato** on October 8 for an afternoon Franciacorta service along with delectable pasticcini, **Mikimoto**, **Piaget**, and many more.



Chevron Tags, part of The Chevron Collection by David Yurman, images courtesy David Yurman and Rodeo Drive Committee

A Conversation on Craftsmanship and the Allure of Collecting

As part of the program, the Rodeo Drive Committee will also host a special evening conversation this month at **Beverly Wilshire, A Four Seasons Hotel** with guest speaker **Jonathon Burford, Senior Vice President and Senior Watches Specialist at Sotheby's** exploring the allure of watches and fine jewelry, from the enduring traditions of exceptional craftsmanship to contemporary design and the latest developments shaping the world of horology and jewelry today.

With **more than 25 leading watch and jewelry brands** represented along Rodeo Drive—including **CHANEL, IWC, Jaeger-LeCoultre, Louis Vuitton, Richard Mille, Patek Philippe, Rolex, Vacheron Constantin,** and **Westime**, among others, Rodeo Drive remains a destination for discovering the world's most celebrated maisons and their extraordinary creations. Visitors are encouraged to view their latest collections during this special week.

During the celebration, for breakfast, lunch, dinner or a light bite, visit **Vicky on Rodeo**, the street's all-day brasserie.

Last year's *Rodeo Drive Celebrates Timepieces and Fine Jewelry* honored **Thomas J. Blumenthal, President and CEO of GEARYS Beverly Hills**, for his contribution to luxury retail and the evolution of Rodeo Drive as a premier destination for watches 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 2024 opening of the first multi-level building housing flagship Rolex and Patek Philippe boutiques in the US on Rodeo Drive.

The Season of Celebration Continues

With the holiday season approaching, and the highly anticipated **Rodeo Drive Holiday Lighting Celebration** taking place **Thursday, November 19**, *Rodeo Drive Celebrates Timepieces and Fine Jewelry* offers an invitation to discover exceptional pieces for collecting, celebrating, and luxury holiday gifting.

Join Rodeo Drive in celebrating the art of timepieces and fine jewelry. For more information on special events and activations on the street, visit the Rodeo Drive website.

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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