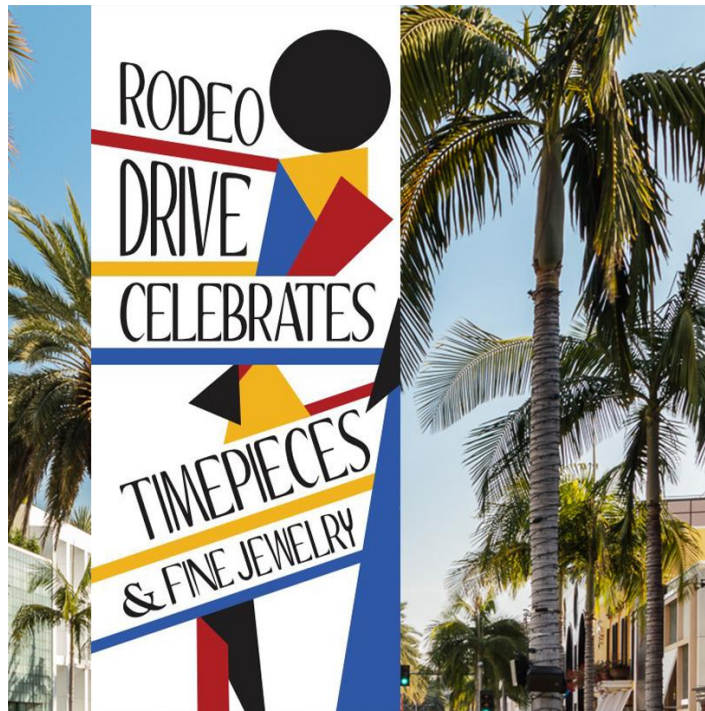




FOR IMMEDIATE RELEASE

**Rodeo Drive Celebrates Timepieces & Fine Jewelry
October 1–7, 2023**

Become an artisan for the day, join a watchmaking master class, be the first to explore the latest collaborations and collections, and design the watch of your dreams



**Opening remarks by Beverly Hills Mayor Dr. Juilan Gold
and Rodeo Drive Committee President Kay Monica Rose
Monday, October 2 at 3pm on Two Rodeo Drive**

Beverly Hills, CA, September 20, 2023 –The Rodeo Drive Committee announced today details of ***Rodeo Drive Celebrates Timepieces & Fine Jewelry*** to take place in select Rodeo Drive boutiques and businesses from October 1-7, 2023. The week-long program marks the second edition of the annual *Rodeo Drive Celebrates* initiative, which was established to invite guests to discover and experience the exceptional craftsmanship, creativity and innovation on the iconic, luxury fashion thoroughfare.

The legendary “Taylor-Burton Diamond” purchased in 1966 by Richard Burton for Elizabeth Taylor from The House of **Harry Winston**, the “King of Diamonds”, may have set the scene... Mr. Winston, during his time in Beverly Hills, quickly made Hollywood connections, and earned a second title as “Jeweler to the Stars,” redefining red carpet glamor forever. Parisian jeweler, **Van Cleef & Arpels** — “known for its commissions issued by European royals and prominent industrialists” — opened a flagship store on Rodeo Drive in 1969. Forty years later, influenced by the Golden State, the French jewelry house launched *California Rêverie*, a collection of one-of-a-kind pieces inspired by the West Coast, including its “Paysage d’Opal” clip, with a large opal as the backdrop for two swaying, diamond palm trees. Fast forward to today, these iconic ties to the glittering world of film and entertainment continue – a phone call to Amanda Mille of **Richard Mille** on Two Rodeo Drive from Jeremy Strong, Kendall Roy in “Succession”, about wearing a Richard Mille watch as an expression of his character wound up with the actor wearing the RM 67-01 in platinum in the Netflix series.

“On Rodeo Drive today, the magic continues as the world’s leading fine jewelry and watch-making brands continue to adorn the stars, luminaries and new audiences with the most advanced and dazzling offerings,” said **Rodeo Drive Committee President Kay Monica Rose**. “*Rodeo Drive Celebrates Timepieces & Fine Jewelry* marks the glamorous street’s legacy and invites everyone to experience this unmatched destination for the best in luxury.”

“We are excited for the launch of the *Rodeo Drive Celebrates Timepieces and Fine Jewelry* event which pays homage to the brilliant craftsmanship of designers whose shops call Rodeo Drive home,” said **Beverly Hills Mayor Dr. Julian Gold**. “Once again, the Rodeo Drive Committee has put together an exciting event which will inspire everyone to experience the luxury Rodeo Drive has to offer.”



Lenny Kravitz wears Jaeger-LeCoultre Reverso Tribute Duoface Tourbillon in Pink Gold, courtesy Jaeger-LeCoultre.



Audemars Piguet Royal Oak Offshore black ceramic chronograph inspired by the Limited Edition “End of Days” released in 1999 in collaboration with Arnold Schwarzenegger, courtesy Audemars Piguet.

Among the brands, businesses and hotels that will collaborate to invite guests to discover bespoke and special in-boutique experiences during the week: **Audemars Piguet** will celebrate the 30th anniversary of the *Royal Oak Offshore*, the cult classic chronograph for men and women; **Auto Vault** will showcase a selection of rare luxury automobiles; **Beverly Wilshire, A Four Seasons Hotel** will invite guests to experience its timeless luxury and unmatched hospitality with live music by Brennan Villines, cocktails and dinner at TheBlvd, LightSlim LED Light Therapy sessions and exclusive access to its Forbes Five Star Spa, and a tasting menu at MICHELIN-recommended CUT by Wolfgang Puck; **IWC Schaffhausen** will host a champagne toast in celebration of the grand reopening of its flagship boutique; **Jaeger-LeCoultre** will present an exhibition of the maison’s high watchmaking pieces including the latest 2023 *Polaris Chronograph*, as well as offering Watchmaking Master Classes at which its in-house watchmaker will explain the workings of the *Reverso Calibre*; **Henry Jacques** will invite guests to experience its limited edition *Les Renaissances* collection of perfumes housed in flacons made of crystal, gold, and precious gemstones. A specially-designed collection of Compartés chocolates reminiscent of its scents, will be offered with purchase; **Moncler** will celebrate the launch of its new collaboration with Adidas; **Piaget** will take guests on a journey of craftsmanship as they try their hand at shaping and sculpting the iconic *Piaget Palace Décor* motif while savoring cocktails and hors d’oeuvres and adorning themselves with the house’s exquisite watches and jewelry; in advance of the 2024 opening of its new side-by-side boutiques, **GEARYS Rolex and Patek Philippe** will offer champagne and hors d’oeuvres while guests view and try on its exclusive collection of exhibiton timepieces; **Porsche Design** will invite guests to create a dream wristwatch using its groundbreaking custom-built timepiece configurator comprising over 114 paint colors, winding rotors mirroring Porsche rims, and over 300 strap variations, and **Zegna** will host guests as they explore its collaboration with The Elder Statesman and the Oasi Cashmere Factory, where luxury craftsmanship and bohemian chic

converge. Participants in this edition of *Rodeo Drive Celebrates* will also include **Bulgari, Celine, Dior, Loro Piana, Mikimoto, Ralph Lauren, Tiffany & Co., Westime,** and more.



Henry Jacques Les Renaissance Collection, courtesy Henry Jacques.

Concurrently with *Rodeo Drive Celebrates Timepieces & Fine Jewelry*, **Gucci** has launched its new jewelry campaign, Creative Director **Sabato De Sarno's** first for the House, starring **Daria Werbowy** wearing pieces from the "Marina Chain" jewelry collection, captured in Los Angeles through the lens of photographer **David Sims**.

For the latest information on how to discover and experience *Rodeo Drive Celebrates Timepieces & Fine Jewelry*, please contact your favorite boutiques directly, and visit rodeodrive-bh.com for further details.



The new Gucci Jewelry campaign starring Daria Werbowy wearing pieces from the Marina Chain jewelry collection, photography David Sims, courtesy Gucci.

Mark your calendars now for the holiday season when the annual **Rodeo Drive Holiday Lighting Celebration** will return to the street on Thursday, November 16, 2023. The highly anticipated evening, which is free and open to all, promises music, entertainment, festive food and drink, a visit by Santa Claus amidst a flurry of fireworks and a special performance, all under the banner of *Up, Up and Away Holiday!*, the theme of this year's joyful and dreamlike holiday decor.

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.

Follow
@rodeodrive
#onlyonrodeo

Communications & Media Relations
Lyn Winter, Inc., rodeodrive@lynwinter.com

*** ENDS***