



## Rodeo Drive, The World's Leading Luxury Shopping Destination, Enters The Year Of The Dragon With A Flourish

Fresh Collections, Collaborations And Boutique Experiences Set A New Standard for Creativity And Innovation



FENDI x FRGMT x POKÉMON collaboration, left: Baguette Embroidery Dratini-Dragonair-Dragonite; right: Dragonite & Mini Baguette 3D Marquetry Dratini, courtesy FENDI.

(Beverly Hills, CA - Thursday, January 18, 2024) — Rodeo Drive enters the year of the dragon, predicted to be a time of growth for visionary and creative leaders and innovation, with a flourish, reinforcing its position as a leading, international shopping destination at the intersection of luxury, fashion and entertainment®. The renowned, three-block stretch in Beverly Hills continues to reinvent, remaining resilient and relevant to multigenerational audiences with notable and newly-designed flagship boutiques, the launch of fresh collections and spring campaigns, and award-winning dining and hospitality.

“Rodeo Drive is more vibrant than ever as we start this year – and we’re focused on maintaining the street’s iconic stature as the most desirable shopping destination in the world,” said Rodeo Drive Committee President **Kay Monica Rose**. “Our more than one hundred leading luxury brands are creating experiences in exceptional boutique environments and across multiple platforms that are captivating audiences and customers around the world. As international travelers are returning and the demand for excellence and durability in personal luxury goods is evident, Rodeo Drive, with its program of sought

after events, inventive activations and a concentration of the most alluring brands continues to lead and be the place to be for creativity and innovation.”

With high demand for the street’s rare real estate amidst continually low vacancy rates, exceptional flagship store developments underway by **DIOR** and **Cartier**, newly-opened boutiques including **CHANEL**, **Balenciaga**, **Loewe**, **Rimowa** and **M B & F Lab** on **Two Rodeo Drive**, the street continues to seduce and renew, remaining unparalleled in the world in its architecture, design and retail opportunity.

New on the street this lunar new year, at **Louis Vuitton Men’s** (420 N Rodeo Dr.), the highly-anticipated debut men’s collection by Men’s Creative Director **Pharrell Williams** has arrived and is presented in a space themed around the Pont Neuf, recalling the location of Williams’s landmark Paris show in June 2023. Tailored silhouettes, emblematic motifs and a striking color palette introduce this collection as the future Louis Vuitton Men’s aesthetic, boldly embellished with quintessential details including pearls, gilded surfaces and the classic Damier check. As part of the collection the iconic Speedy bag (below) enrobed in graphic Monogram-adorned leather, is reinvented through audacious hues. Fanfare for the collection is being echoed around the world with giant dragon installations crafted by artisans in China at Louis Vuitton pop ups and flagships in Beijing, Shanghai and Chengdu.



Pharrell Williams with his first men’s collection for Louis Vuitton, photo by Brad Dickson, courtesy Louis Vuitton.

Further capturing the vital energy of the dragon, at **FENDI** (201 N Rodeo Dr) is a special FENDI x FRGMT x POKÉMON collaboration with artist Hiroshi Fujiwara’s *Fragment* and The Pokémon Company and globally iconic *Pokémon* brand (images above). In the collection, FENDI’S most recognisable icons, in the shape of its *Peekaboo* and *Baguette* bags for women and men together with the FF logo, meet *Pokémon* jewelry in the shape of their renowned Dragon-type *Pokémon: Dragonite* and *Dratini*.

Home to the world's leading fine jewelry and watch making houses, brands in this sector are also embracing the ambition and vitality of the dragon in their designs. At **Piaget** (465 N Rodeo Dr), a special Lunar New Year Capsule Collection pays tribute to the Dragon and Phoenix with ten new designs of exceptional watches, High Jewelry pieces and made-to-order High Jewelry cuff watches. Enamelling master **Anita Porchet** who has been behind Piaget's annual Lunar New Year watches showcases her masterful cloisonné enameling and her signature play of light, with the exceptional Altiplano Dragon Zodiac Watches.



Piaget Lunar New Year Capsule Collection, left to right: Dragon High Jewelry Brooch; Altiplano Dragon Zodiac High Jewelry Watch; Dragon High Jewelry Cuff Watch, courtesy Piaget.

At **Jaeger-LeCoultre** (430 N Rodeo Dr), the Reverso Tribute Enamel 'Dragon', created to celebrate the Chinese Zodiac Year and made only to order, is testament to La Grande Maison's vision of culture and creativity, where the artistic crafts live in perfect harmony with the technical expertise of the Manufacture's watchmakers. The Reverso Tribute Enamel 'Dragon' also pays tribute to the talents of the master enamellers and engravers in the Manufacture's Métiers Rares™ atelier. Engraved into the pink gold case metal, a dragon surrounded by gold clouds is revealed on the reverse side of the watch case, leaping out from a background of glossy, black Grand Feu enamel.



2023 Reverso Tribute Enamel 'Dragon', left: verso; right: savoir-faire, courtesy Jaeger LeCoultre.

With fashion and luxury items on the street appealing to all ages, at **DIOR** (309 N. Rodeo Dr.), the **Madeleine** line in the **Baby Dior Spring 2024 collection** is designed as a tribute to Christian Dior's mother, and revisits the House's heritage via its icons, from the timeless Bar jacket to the CD Diamond and the emblematic toile de Jouy. The line celebrates the beauty of the maternal bond and features a wardrobe with an emphasis on softness.



Baby Dior: Madeleine Collection

For exceptional dining and culinary experiences on Rodeo Drive, reserve at the Michelin-starred restaurants **Gucci Osteria da Massimo Bottura** and **CUT** by **Wolfgang Puck** at the **Beverly Wilshire, a Four Seasons Hotel**, or enjoy bistro fare at **208 Restaurant**, Mexican cuisine at **The Hideaway**, and a twenty-course Japanese journey at the recently-opened **Sushi Note Omakase** nestled in the Rodeo Collection, or stay over and lounge poolside in timeless Hollywood-style at the legendary **Beverly Hills Hotel and Bungalows**.



The Beverly Hills Hotel pool and cabanas, photo courtesy The Beverly Hills Hotel.

The year ahead on Rodeo Drive promises world class events including, for car lovers, the annual **Rodeo Drive Concours D'Elegance Father's Day Car Show**, a spectacular day for fathers, families and the finest automobiles in the world to take place on June 16. As **Autovault**, the premier automotive management company located discreetly under Rodeo Drive, celebrates its 45th anniversary, expect special VIP experiences on the street as part of the day-long extravaganza.



Rodeo Drive Concours d'Elegance 2023, winning 1956 Mercedes-Benz 300SC Cabriolet, courtesy of Kahn Media and the Rodeo Drive Committee.

**Rodeo Drive Celebrates**, launched in 2023 by the Rodeo Drive Committee, will return for a second annual edition with two week-long programs this Summer and Fall inviting local and international visitors and customers to experience the exceptional creativity and craftsmanship in boutiques and to enjoy special activations on the street. The annual **Rodeo Drive Holiday Lighting Celebration** in November will cap the year welcoming thousands to shop, immerse themselves in the holiday windows and share in the seasonal spirit.

A fifth season of [Rodeo Drive-The Podcast](https://www.rodedrive-bh.com/podcast) is underway bringing more great stories about fashion and the street from today's visionaries in fashion and luxury. The series connects listeners and loyal subscribers in more than 109 countries. Listen wherever you get your podcasts on [Apple podcasts](https://www.rodedrive-bh.com/podcast) and at <https://www.rodedrive-bh.com/podcast>.



View of Rodeo Drive, photo Brica Wilcox, courtesy Rodeo Drive Committee.

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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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