



Rodeo Drive, the world's leading luxury shopping destination enters the year of the rabbit with a bounce

New collections, campaigns and boutiques raise the bar on creativity and craftsmanship.



Gucci's Year of the Rabbit capsule collection and campaign, Art Director/Photographer: Max Siedentopf, Makeup Artist: Daniel Sallstrom, Hair Stylist: Ryan Mitchell, courtesy Gucci.

(Beverly Hills, CA - Thursday, January 19, 2023) - Rodeo Drive bounds into 2023 as the global luxury goods market leaps forward with positive growth and optimistic forecasts. Positioned at the intersection of fashion, luxury and entertainment and described as “the place to be, and a cultural icon”, the renowned three block stretch continues to expand with the opening of new boutiques, the launch of fresh collections and Spring campaigns, and unmatched fine dining and hospitality.

“Rodeo Drive is in full swing and we’re entering the new year with great momentum,” said Rodeo Drive Committee President **Kathy Gohari**. “Rodeo Drive is unique in its close connections, not just to fashion, but to entertainment, art and design at the highest level, providing a platform, through our more than one hundred leading luxury brands to clients around the world. Their demand for personal luxury goods is thriving, and despite an uncertain economy, Rodeo Drive remains one of today’s most visited luxury retail destinations.”

On the iconic, palm-dotted, street in Beverly Hills this month, fresh energy, good health and love abound with Lunar New Year, Valentine's Day, Spring and red carpet collections, and artist collaborations.



Louis Vuitton on Rodeo Drive - Yayoi Kusama installation, courtesy Louis Vuitton.

At **Louis Vuitton** (295 N Rodeo Dr.), as part of the worldwide launch of its capsule collection with avant-garde Japanese contemporary artist **Yayoi Kusama**, the artist's signature polka-dots transform the interior of the boutique. In the window, a larger than life robot replica of Kusama paints and looks out from behind the dot-covered glass onto the street. "Celebrating art, audacity and craftsmanship, Kusama's Painted Dots, Metal Dots, Infinity Dots and Psychedelic Flower enliven the universe of Louis Vuitton," says the house. The new partnership between Louis Vuitton and the artist includes more than 450 pieces for men and women including bags, fragrances and trainers—and is the second collaboration. The launch of the collection is celebrated with a campaign starring internationally renowned supermodels, among them **Bella Hadid, Gisele Bündchen, Liya Kebede, Fei-Fei Sun**, and more. "I am determined to create a Kusama world, which no one has ever done and trodden into", says Kusama, who is now in her 90s and has a major retrospective on view in Hong Kong.

Gucci (347 N Rodeo Dr.) celebrates The Year of the Rabbit, with a special capsule collection and campaign (see above) full of playful and refined iterations of the rabbit—an animal representing intelligence, health, and longevity. The collection sees a fanciful use of color, print, and embellishment across ready-to-wear, bags, shoes, accessories, jewelry, and timepieces. Diverse depictions of the rabbit appear across the lineup, woven into knitwear, on embroidered patches, or in a distinctive spray-paint-style version seen on T-shirts, leather loafers, and G-Timeless watches. Womenswear sees a refined selection of printed silk blouses and skirts, along with boldly geometric pieces in contrasting hues. The men's selection furthers the theme of playful graphic patterns in sporty silhouettes. Shoes conjure the essence of the rabbit with ear-like bows adorning heels and fleece textures enriching loafers.

Gucci's emblematic **Jackie 1961** handbag takes center stage in a new film and imagery starring **Dakota Johnson**, that revisits the handbag's storied origins on the arms of celebrated figures around the world. Today's Jackie 1961 transcends the traditional with its sleek silhouette and universal attitude. It is presented in three different sizes and in a wide range of colors that highlights the design's inherent

versatility. The original model introduced in 1961 became expressive of the 1960s and 1970s jetsetter lifestyle for which Gucci was known and new sensibilities were brought to the signature style in 1999 and 2009.



Gucci, The New Jackie 1961 campaign starring Dakota Johnson Art Director: Christopher Simmonds, Photographer & Director: Glen Luchford, courtesy Gucci.

A visit to **Versace** (240 N Rodeo Dr.) at its newly-opened, light and airy boutique is not to be missed. Encapsulating the Versace identity, marble, silk, and golden metal accents are predominant features flowing throughout the space, which exudes both the classical and the contemporary with blue calcite marble wall fixtures and the house's signature Barocco print and Greca motifs printed across the floors.



Interior of newly-opened Versace boutique on Rodeo Drive, courtesy Versace.

Now in store is the Versace Resort 23 collection. Pulsating with youthful rebellion and clubby acid florals, **Donatella Versace** describes the collection as *“looks which say; never underestimate the power of new*

ideas.” Floral chiffon dresses with 3D flower embroidery, and figure-hugging jersey tops in Versace logo prints are worn juxtaposed under biker-inspired dresses and jackets finished in a vintage-feel brushed leather. Ultra-square shouldered tailoring is layered over sportswear-inspired hooded tops in custom crushed velvet, finished with a criss cross belt at the waist with a decisive Medusa buckle. Pinstripe cargo pants and studded washed-denim jeans are full volume in a wide-leg cut and clearly signal a Versace goddess gone grunge.

The house’s women’s and men’s fall-winter 2022/23 collection will be unveiled at the highly-anticipated Los Angeles show set for March 10 in the lead up to the 95th Academy Awards.



Versace Resort 23 Collection, courtesy Versace.

As awards season begins, the indelible ties between Rodeo Drive and the Red Carpet are in full focus. **Fred Hayman**, Rodeo Drive retailer, Giorgio Beverly Hills founder and “Godfather of Rodeo Drive”, became the first fashion consultant to the Oscars in 1990, setting up a dressing service at his boutique, where stars could buy or borrow clothes for the ceremony and establishing Rodeo Drive’s ties to film and entertainment. **Giorgio Armani** opened a Rodeo Drive store in 1988 dressing Hollywood stars including **Jodie Foster, Michelle Pfeiffer, Julia Roberts, Tom Hanks, Denzel Washington, Billy Crystal**, and more for the Red Carpet in the 1990s. Other luxury labels followed suit. This year under the stewardship of creative director **Alessandro Sartori**, **Zegna** (337 N Rodeo Dr.) unveils its new *Red Carpet Collection*, comprising 20 outfits and some 100 pieces including accessories and shoes. Beyond tuxedos, dinner jackets and a luxurious cashmere cape coat, it also features relaxed formalwear in the form of a dusty rose cashmere and silk turtleneck.

Zegna’s new Rodeo Drive boutique is set to open in June and will feature a new and exclusive facade that takes inspiration from the weaving of fabrics.



Left: A silk jacquard print tuxedo paired with a dusty rose cashmere-and silk turtleneck; right: Zegna's cashmere cape coat worn over a bomber jacket, courtesy Zegna.

In 2023, the year of the Water Rabbit is predicted to be a successful year for all and the perfect time to take a leap of faith. Rabbit years are exceptionally fortuitous. In Chinese culture, red symbolizes fire, luck, and joy—a color of celebration. Gold symbolizes riches and abundance. Stack and layer **David Yurman's** Thoroughbred Loop Bracelet, the Cablespira X Station Bracelet and the Renaissance Bracelet in 18k yellow gold with diamonds and rubies to make a resplendent statement.



Gifts for her, Lunar New Year, Courtesy David Yurman.

...and visit David Yurman (371 N Rodeo Dr) to send your Valentine's Day love letter with charms and amulets for her, and personal tokens for him.



Valentine's Day Gifts, courtesy David Yurman.

For an exceptional lunch or dinner date 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 Season Hotel**, or at **208 Restaurant** or at **The Hideaway**, or stay over in timeless Hollywood-style at the legendary **Beverly Hills Hotel and Bungalows**.

To hear more great stories from the street told by today's leaders in fashion and luxury, listen to **Rodeo Drive-The Podcast**, which connects listeners and loyal subscribers in more than 100 countries. Listen wherever you get your podcasts on [Apple podcasts](#) and at <https://www.rodeodrive-bh.com/podcast>

World class events on the street this year include a display of the finest automobiles in the world at the annual **Rodeo Drive Concours d'Elegance** on Father's Day, Sunday June 18, and summer and holiday activations on the street.

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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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