

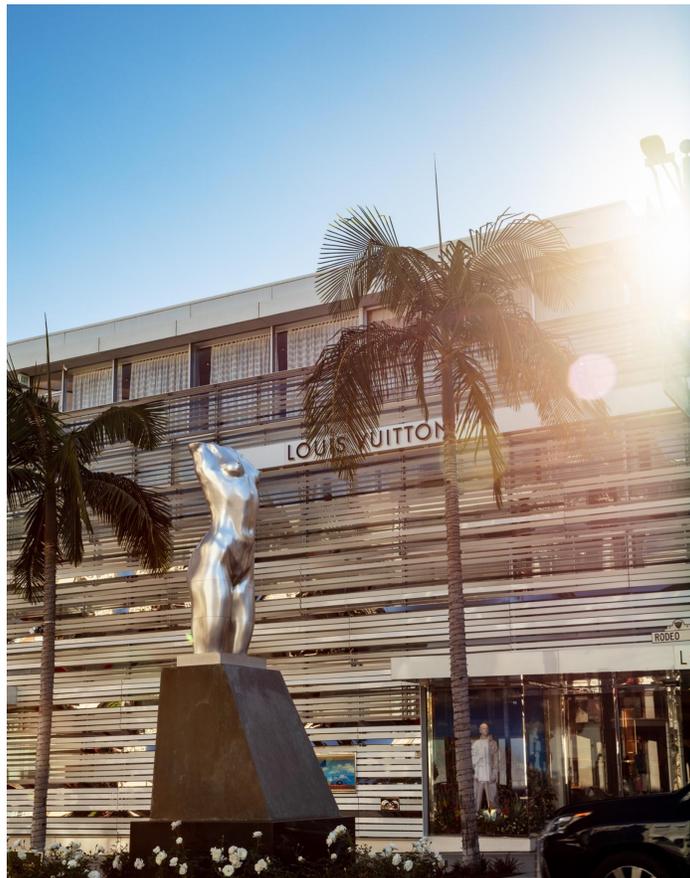


FOR IMMEDIATE RELEASE

**Rodeo Drive, the world's leading luxury shopping destination enters 2022
at the center of fashion, sport, art and culture.**

**Visitors from around the world traveling for Super Bowl LVI and Frieze Week
are welcomed to the iconic, palm-dotted, three-block stretch in Beverly Hills.**

**Stories from the legendary fashion thoroughfare continue in a new season of *Rodeo
Drive-The Podcast*.**



View of Robert Graham *Torso* 2003 on Rodeo Drive, photo Brica Wilcox.

(Beverly Hills, CA - Tuesday, February 2, 2022) - Rodeo Drive kicks off 2022 on the back of record luxury retail sales and double-digit growth as fashion intersects with sport and art in Beverly Hills. The iconic fashion thoroughfare welcomes visitors from around the world

beginning to travel again internationally for the highly-anticipated Super Bowl LVI and Frieze Week, which takes place for the first time in Beverly Hills. In celebration of these world-class events, the year of the Tiger and Valentine's Day, newly-opened boutiques, exclusive pop-ups, artist and brand collaborations, fine dining and unmatched hotel offerings await this month on the iconic, three-block stretch.

"Rodeo Drive is bustling and we're embracing 2022 with optimism and confidence," said Rodeo Drive Committee President **Kathy Gohari**. "Rodeo Drive is the world's most iconic, luxury fashion destination and we welcome the return of local and international visitors to a safe, healthy, and one-of-a-kind experience along our palm-dotted street. It's truly the street of dreams—with more than 100 of the most desirable, vibrant and forward-thinking brands, exclusive pop-ups, legendary art, architecture and hospitality, and the unique conditions and allure that only Beverly Hills and the California climate can offer year-round."

The convergence of fashion and sport has created an influential platform for sportspeople to express themselves as leading voices in urgent socio-political and cultural conversations, and is a force on the street for leading fashion brands. The Super Bowl has drawn fashion houses around the world and on Rodeo Drive to dress halftime show performers and create exclusive custom items for the game, among them **Celine**, **Dior**, and **Versace**. This year, **MCM**, whose Rodeo Drive boutique will feature the iconic new Mena capsule collection of elevated handbags, is presenting for the second year, a show-stopping celebrity-studded, pregame evening with performances by The Kid LAROI, Cascade, Iann Dior, Tinashe, Lil Jon and house DJ, Brody Jenner at one of Super Bowl Weekend's most sought-after events, the *MCM x Rolling Stone Live Big Game Experience*.

For Frieze Week attendees in Beverly Hills, Rodeo Drive is the go-to high fashion shopping stop. With deep connections to the art world, the street is landmarked at the intersection of Rodeo Drive and Dayton Way by the 14-foot sculpture *Torso* by world-renowned artist **Robert Graham**. Carved from solid aluminum blocks and mounted on a bronze pedestal, the work was commissioned by the Rodeo Drive Committee and given to the City of Beverly Hills in 2003 as the centerpiece for the Rodeo Drive *Walk of Style*®, which has honored **Giorgio Armani**, **Valentino Garavani** and Rodeo Drive "godfather" **Fred Hayman**, among others, for their contributions to fashion, design, and costume and marks an indelible tie between art and fashion.

At **Saint Laurent**, where a bright fuschia pink sunrise wraps the Rodeo Drive boutique, an exhibition titled *55 Sunrises* by Japanese artist **Sho Shibuya** is part of a commission by the house's Creative Director **Anthony Vaccarello**. Shibuya's 55 paintings are now on display in the Saint Laurent Rive Droite stores. Twenty-eight artworks are unique to the Rodeo Drive store, where the works are on sale through February 16, 2022.



Saint Laurent boutique on Rodeo Drive wrapped in fuschia for *55 Sunsets* by Sho Shibuya. Photo courtesy Saint Laurent.

At **Fendi**, a pop-up installation takes its cues from the Spring/Summer 2022 collection for which the rooftop of FENDI HQ, Palazzo della Civiltà Italiana, was transformed into the Spring/Summer catwalk with the Eternal City as a background. Open daily from 11am-6pm through February 27, 2022, the Rodeo Drive pop up features the latest arrivals for men set against a colorful backdrop inspired by the color palette of the Roman sky - from daylight into the night's shadows, from sunrise to sunset passing through hues of blue, with fragments of sky in movement.

Ongoing and “inspired by the hybrid universe” is **The Hacker Project**, a **Balenciaga** and **Gucci** collaboration created by Balenciaga’s creative director Demna Gvasalia and Gucci’s Alessandro Michele to pose questions about authenticity and appropriation. Pieces emblazoned with the names of both brands perfect for our social media-driven fashion era are now available online at both Rodeo Drive boutiques.

New on the street is **Shinobi Menswear**, located on Two Rodeo Drive. Originally conceived in Kyoto, Japan as a fabricator of handmade shoes, the brand now features an elegant menswear collection inspired to help men look sharp with a unique twist. In the works, there are plans for a

new three-story Dior boutique with a restaurant, outdoor dining and courtyards on every level to replace the Parisian fashion and luxury house's existing men's store at 319 N. Rodeo Drive.

For Valentine's Day, in a year when the street is committed to kindness and tolerance, seal your love on Rodeo Drive with the exclusive Beverly Wilshire Signature Facial or Body Treatment at the **Beverly Wilshire Spa**, give her a piece of your heart with **David Yurman** pendants and necklaces, and reserve your Valentine's Day dinner on the terrace at **208 Restaurant**, where a four-course set menu beckons with a walnut pesto palmier amuse-bouche, Kushi Oysters, a special *Tomahawk for Two*, and a decadent Opera Cake for dessert.



David Yurman pendants and necklaces. Photo courtesy David Yurman.

And for those that are not yet ready to travel and explore the street in person, step into a digital reality with a new third season of **Rodeo Drive-The Podcast** set to launch in March 2022 connecting listeners and loyal subscribers in 97 countries.

As an exceptional schedule of sports, art and cultural events unfolds this month in and around Beverly Hills, a trip to Rodeo Drive is not to be missed.

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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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