



FOR IMMEDIATE RELEASE

Dog Days on Rodeo Drive: Primping with the Stars

New episode of **Rodeo Drive – The Podcast** launches today.



Sebastian The Standard, photo Allysa Payne.

[LISTEN](#)

(Beverly Hills, CA, July 20, 2022)– The Rodeo Drive Committee announced today the launch of ***Dog Days on Rodeo Drive: Primping with the Stars***, the latest episode in Season Three of Rodeo Drive – The Podcast, hosted by **Pari Ehsan** with Field Correspondent **Jason E.C. Wright**.

In the final episode of the current season, hear how Rodeo Drive brings out the glamor in people – and their pooches – as leading fashion houses develop lines for pets and the luxury thoroughfare offers the red carpet treatment to canines and their pet parents.

One of the dogs who might be seen strutting his stuff on Rodeo Drive is Sebastian The Standard, the show-stopping white Standard Poodle, who is a fixture on Instagram and has starred in movies including Beyonce’s “Black is King”. “The poodle has always been, for me, my dream dog,” says **Allysa Payne**, his pet parent and momager. “I think Sebastian looks like Beverly Hills to me.”



Sebastian The Standard and his momager, Allysa Payne in Beverly Hills, photo Allysa Payne.

Payne talks to host **Pari Ehsan** about her line of luxury shoes and handbags, keeping Sebastian camera-ready and why leading fashion houses are so eager to reach the pet market. “More and more couples are deciding to have pets instead of children. And so of course, they spoil them like children, buying them high quality, pet fashion,” says Payne.

The best place to show the latest and greatest looks is on Rodeo Drive, which will offer rare photo opportunities for visitors and their pets this summer. Field correspondent **Jason E.C. Wright** learns more about the BOLD Summer Red Carpet Experience from Rodeo Drive Committee President **Kathy Gohari**. “We are having multiple, experiential photo moments, where you will be on the red carpet and you will be able to have your picture captured and to take something back home to show people that you were the star on Rodeo Drive for the day.”



Léa Journo, courtesy Léa Journo.

The red carpet opportunity will take place every afternoon from July 25 to August 21. It goes hand in hand with *The Dreamer* experience at the Beverly Wilshire Hotel, offering hotel guests the opportunity to live life for a day like the stars. Ehsan got a taste of that experience when she had her hair styled by the famed **Léa Journo** at her salon inside the Beverly Wilshire hotel, A Four Seasons Hotel. Journo shares her amazing life story which began in Paris, France, where she was one of ten children and started cutting hair at age fourteen. On being invited to Los Angeles, she became one of the most sought after stylists in Hollywood, counting Kris Jenner, Britney Spears, Jane Fonda and Jennifer Aniston among her stellar client list. Journo says the secret to her success is finding the beauty in all women. “I always say every woman is beautiful. You just need to look at her

very well, find her the right color and find her the right hair. Then she's the queen.”

Season Three of Rodeo Drive – The Podcast invites listeners around the globe to hear Ehsan in conversation with some of the biggest names in luxury, fashion, art and entertainment. Wright brings on-the-ground video and audio reports direct from the boutiques of the world’s most coveted brands. The series keeps listeners around the world up to date on current developments and what’s happening behind the scenes, charting the future for this famed three-block stretch in Beverly Hills. Details of the next season will be announced shortly.

Production Credits

Executive Producer: Lyn Winter

Host: Pari Ehsan

Field Correspondent: Jason E.C. Wright

Scriptwriter and Editorial Advisor: Frances Anderton

Editor and Videographer: Hans Fjellestad

Theme music by Brian Banks

Production Assistant: Grace Fuh

Season Three of Rodeo Drive – The Podcast is presented by the Rodeo Drive Committee with the support of the **City of Beverly Hills, The Hayman Family, Two Rodeo Drive, Beverly Wilshire, A Four Seasons Hotel, the Beverly Hills Conference & Visitors Bureau and MCM.**

EDITORS’ NOTES

Allysa Payne grew up in Southern Oregon, where she loved the outdoors. She spent her time running in the flower fields accompanied by her Labrador, Duke, catching frogs and riding her pony, Mickey. Later on she began sketching shoes inspired by all the things she loved about nature. Even as a child her innate sense of style led naturally to many different artistic outlets. After high school, she worked as a stylist to save enough money to venture out into the world and travel the globe. With international cities and villages as her classroom, she gained an appreciation for the richness of cultural diversity that would later on be reflected in her designs. She found herself frustrated with the lack of options for a comfortable, beautiful pair of ballerina flats. Being a self proclaimed "heel girl" she decided it was finally time to design her own. A million miles later after criss-crossing the globe to source her designs from the highest quality materials and the finest leathers, she established her own line. *Allysa Payne Beverly Hills* is the

culmination of a childhood dream. For Allysa, it was about sharing what she believed was missing in the world of ultra luxury footwear, handbags and pet accessories. Her collections are works of art born from the finest materials the world has to offer and made by the greatest artisan craftsmen in Italy. They are a celebration of different cultures, experiences, people, and our natural surroundings. Her passion and love of nature, fashion, and a globally-inspired lifestyle form the essence of Allysa Payne Beverly Hills. Allysa's Standard Poodle, Sebastian The Standard, inspired her *AP Luxury Pet Fashion* line. Very soon, as part of this line, a new collection of handbags made with a custom ceramic poodle handle will be available.

Léa Journo is a French-born hairstylist, celebrated businesswoman, influencer, and long-time stylist to A-list celebrities including Kris Jenner, Ellen Degeneres, Portia De Rossi, Paris Hilton, Natalie Portman, Jane Fonda, Jennifer Aniston, Orlando Bloom, Julianne Moore, Ryan Seacrest, and Blake Lively to name a few. Her incredible artistry and knowledge of hair care is complemented by her down-to-earth, warm personality. Léa instantly makes anyone who sits in her chair feel like the most important person in the world. After decades spent as an authority in the hair industry, Léa recently launched the second generation of her hair care products. Designed to make hair styling at home easy, the product line is focused on performance and a mission to help clients capture that elusive youthful shine with healthy, soft, and glowing hair. Every woman knows the importance of healthy hair and the instant self-confidence boost that comes from great-looking hair that makes you feel sexy and free. The Léa Journo Salon Beverly Hills is located inside the exquisite Beverly Wilshire, A Four Seasons Hotel, tucked away in a private setting by the hotel's pool. Walking in, the friendly staff will make you feel welcome and pampered. Léa Journo's mission is to create a unique and magical experience that makes every woman feel like an A-list star.

Pari Ehsan is the Iranian American designer and creative director, who founded Pari Dust, a digital platform for art and fashion. Pari Dust explores new ways to combine the elements of our visual world, offering windows into contemporary art, fashion, and the built environment through a unique lens. In an ever-evolving space, Pari seizes opportunities to engage in conversation with influential minds; and to collaborate with artists, brands, fairs, galleries, museums and retailers who share her vision. After earning a degree in architecture from the University of Southern California, she was nominated by The Council of Fashion Designers of America (CFDA) for its inaugural Fashion Instagrammer of the Year. Ehsan has worked with MoMA, The New Museum, Tate Modern and brands including Chanel, Cartier, Dior amongst others. Pari embodies the nexus between art and fashion and her stories and fashion shoots offer insight into the most creative and compelling movements in both fields. She celebrates the interactions and influence of art, design, and commerce, and how they merge to define our contemporary moment.

Jason E.C. Wright is a critical-thinking educator and designer. He is author of *The Burntsienna Standards*, a manual for responsible research. He has spoken at the LA Design Festival and various global creative teams for its application. In 2018, Wright founded Burntsienna Research Society, an Institute of Design Research and Critical Thought, after twenty years in boutique

retail, product development and fashion production. His courseworks and personal design projects incorporate these elements into teaching moments, objects or garments to learn from. Wright is host of 'Nobody Asked For This', an ongoing conversation series on process and cultural perspective, and is a contributing writer and moderator for panel interviews and artbook gatherings. He is based in Los Angeles, on Tongva land.

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.

CONTACT

Lyn Winter, Inc., rodeodrive@lynwinter.com

[PRESS KIT AND IMAGES](#)

LISTEN, SUBSCRIBE, RATE AND REVIEW

on [Apple Podcasts](#), [Spotify](#) or wherever you get your podcasts.

WATCH MOMENTS FROM THE SERIES

on [YouTube](#) and at <https://rodeodrive-bh.com/podcast/>

FOLLOW RODEO DRIVE

@rodeodrive - Instagram | @rodeodrive-bh - Facebook
#onlyonrodeodrive | #rodeodrivethepodcast

