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Episode Six Launches Today

Rodeo Drive and The Red Carpet: The Show Must Go On

LISTEN



Fred Hayman, founder of Giorgio Beverly Hills on Rodeo Drive and appointed Official Fashion Coordinator for the Academy Awards in 1989 at his annual Oscar fashion preview held with the blessing of the show's producers and with gowns from New York and Paris designers, whether they sold at the store or not, image courtesy Fred Hayman Archives.

Beverly Hills, CA– Launching today, ***Rodeo Drive and The Red Carpet: The Show Must Go On*** explores how the glamorous fashion of Rodeo Drive makes it onto the red carpet and how Hollywood and fashion are joined at the hip. In this latest episode of Rodeo Drive-The Podcast, hear what happens when a pandemic puts a hold on red carpet ceremonies. Enter the VIP world of Rodeo Drive, with secret back entryways and private fitting rooms, where stylists, brands and designers turn actors into fashion icons.

Host **Bronwyn Cosgrave**, author of *Made For Each Other: Fashion and the Academy Awards* described by *Vanity Fair* as the “definitive study of the Oscars fashion phenomenon”, is joined by leading stylists **Alexandra Mandelkorn** in conversation about working with **Janelle Monae** to create the most sensational outfit at the 2020 Academy Awards, and **Mary Fellowes** on how she made **Olivia Colman** the queen of the 2019 red carpet.



US singer-songwriter Janelle Monae arrives for the 92nd Oscars at the Dolby Theatre in Hollywood, California on February 9, 2020. (Photo by Robyn Beck / AFP) (Photo by ROBYN BECK/AFP via Getty Images).

“It felt like the perfect mix of classic...a little bit of what's going on right now in modern trends, but then also something from the future like some Queen in a *Star Wars* movie floating down to earth,” said Mandelkorn on seeing Monae’s dress at the final fitting.



Sketch of Olivia Colman’s 2019 Oscar dress by Prada. Image courtesy Mary Fellowes.

Said Fellowes of the preparation process and the emotional challenge of delivering Colman’s finished dress, “there's such a build up and there's so much hingeing on it...it seems like the entire world is going to be looking at what you've done.”

Cosgrave asks what will the red carpet look like in the time of COVID-19 and heightened awareness around race. Prestigious film festivals including the Venice International Film Festival, Toronto International Film Festival (TIFF), Sundance Film Festival and the 72nd Primetime Emmy Awards are taking place, but in a socially-distanced way. The 93rd Academy Awards has been postponed, and will take place in April 2021.

“I can’t wait to see the first actress that pulls off a mask that matches her dress or intentionally doesn’t match it,” says **Chris Gardner**, award-winning journalist and writer covering entertainment and red carpet events. He adds, “some of those masks won’t just be color coordinated. They’ll be political statements. So it could be really exciting.”

Hear also from **Paola Jacobbi** at *Vanity Fair Italia*. British milliner **Stephen Jones OBE**, **Robert Hayman**, entrepreneur, son of Fred Hayman and member of the Rodeo Drive Committee, and author and design curator **Rose Apodaca** as they reflect on Rodeo Drive’s historic role in powering the red carpet - Hollywood’s all-important fashion runway.



L to r, top to bottom: Mary Fellowes, stylist for Olivia Colman, photo by Amy Gwatkin/ Harrods; British milliner Stephen Jones OBE, Alexandra Mandelkorn stylist for Janelle Monae, journalist and writer Chris Gardner, photo by Austin Hargrave; journalist and writer Paola Jacobbi, RDC member Robert Hayman, and author and design curator Rose Apodaca, photo by Joseph Jasso.

Rodeo Drive began as little more than a bridle path. Pioneering designers, hoteliers and entrepreneurs transformed it into a rival to New York’s Fifth Avenue - with sun, palm trees and Hollywood sizzle. Hosted by fashion author and broadcaster Bronwyn Cosgrave, *Rodeo Drive-The Podcast* takes listeners behind the scenes with international luminaries, retailers and chroniclers capturing the creativity, showmanship and glamour of those who made the inimitable Rodeo Drive, and those, in today’s complex climate, who are charting its future and making change.

Rodeo Drive-The Podcast connects listeners around the world with up to date stories about the past, present and future of the renowned three-block stretch in Beverly Hills.

Previous episodes of *Rodeo Drive-The Podcast* explore the legacy of Giorgio Beverly Hills, Academy Award-winning costume designer Ruth E. Carter's perspective on fashion and protest, Michael Chow's timeless design for Giorgio Armani, the rise of the House of Bijan, and the art of window design by Simon Doonan and LVMH's Faye McLeod and Ansel Thompson.

Episodes in this series are released twice monthly. Listen, subscribe, rate and review *Rodeo Drive-The Podcast* on Apple Podcasts, wherever you get your podcasts and at rodeodrive-bh.com.

Rose Apodaca

Rose Apodaca is a two-time *New York Times* best-seller author and creative director, award-winning journalist, curator, consultant and co-founder of modern design hub A+R. As a fashion and pop culture historian and journalist for more than three decades, the Los Angeles-based Apodaca served as the west coast bureau chief for fashion industry bible *WWD*, and contributed features to *Harper's Bazaar*, *InStyle*, *Elle*, *Glamour* and other US and European publications. She is currently writing and art directing a second book with fashion icon and burlesque queen Dita Von Teese, a sartorial follow up to their 2016 international blockbuster on beauty. Apodaca's 2011 book is the hefty tome on Beverly Hills history and Hollywood style told through the life and times of Rodeo Drive's godfather, *Fred Hayman: The Extraordinary Difference*.

Mary Fellowes

After a fashion degree at *Central St Martins*, Mary Fellowes assisted *Isabella Blow* in 2000, then went to assist in the fashion department at *ES Magazine*. She went to *Vogue UK* for 4 years in the fashion department, assisting the Fashion Directors, and also writing and styling editorials and advertorials. Between 2005-2007 she freelanced for *Conde Nast International* styling fashion stories during their launches of *Vogue China*, *Vogue India*. She also contributed fashion and beauty stories to *Vogue Japan*, *Vogue Italia* and *Vogue Spain* and portrait stories for *Teen Vogue* and *Vogue USA*. Since 2017 Mary has been based in London and created custom online and social content (both features and videos) on style for *Furthermore*, the editorial outlet of U.S. wellness brand Equinox. Alongside her continuing work for *Vogue Russia*, she has contributed travel content to *Tatler* and hip travel app *Porter and Sail*, and has recently been focused on red carpet styling for household names from entertainment, including BAFTA and Oscar winner Olivia Colman, Fleabag's Phoebe Waller-Bridge and Sian Clifford, Star Wars and Game of Thrones talent Naomi Ackie, and Elizabeth McGovern. See full bio in press kit.

Chris Gardner

Chris Gardner is an award-winning journalist and writer. As a senior staff writer and Rambling Reporter columnist at *The Hollywood Reporter*, he now covers the culture and personalities of the entertainment industry as well as red carpet events like the Oscars, Emmys, Golden Globes, and film festivals in Cannes and Toronto. Prior to *THR*, Gardner's byline has appeared in *People*, *Variety*, *Details*, *Cosmopolitan*, *Entertainment Weekly*, *Out*, *The Advocate*, *The Fix*, *Des Moines Register*, and *MSN/Wonderwall*. He has been seen on *Today*, *Good Morning America*, *Entertainment Tonight*, *20/20*, *Inside Edition*, *Extra*, CNN, and as the two-time host of the official Golden Globes live aftershow on Twitter in partnership with the Hollywood Foreign Press Association. He has been honored with a National Arts & Entertainment Journalism Award and three Southern California Journalism Awards from

the L.A. Press Club, and received a Spotlight Award from the ALS Association's Golden West Chapter for coverage of publicist Nanci Ryder's battle with the disease. A graduate of the University of Iowa and a native Iowan, Gardner resides in Santa Monica where he can walk to the beach and seventeen coffee shops.

Robert Hayman

Robert Hayman is a seasoned entrepreneur and visionary who seeks to disrupt the status quo with inventive and truly game-changing product/device ideas and marketing strategies. With over 30 years of executive and operational experience, Robert has led corporations through global market expansion, new product development and transformational efforts. As Chief Executive Officer of Vibe Boutique Office Properties, Robert has a track record of innovative strategies resulting in exceptional profits. Under his direction, Vibe has come to own and manage a significant and growing portfolio of real estate. See full bio in press kit.

Paola Jacobbi

Paola Jacobbi born in Rome, lives in Milano. Writer and journalist since the Eighties, she worked for many titles, including *Vanity Fair Italia* where she served as Entertainment Editor for 15 years. Right now she writes for *Grazia Italia*, *Marie Claire Italia* and *Harper's Bazaar Italia*. She also recently co-wrote the documentary *The Girl in the Fountain*, which is in production now.

Stephen Jones

Born in Cheshire, and schooled in Liverpool, Stephen Jones burst on to the London fashion scene during its explosion of street style in the late seventies. By day, he was a student at St Martins; after dark he was one of that era's uncompromising style-blazers at the legendary Blitz nightclub - always crowned with a striking hat of his own idiosyncratic design. By 1980, Jones had opened his first millinery salon in the heart of London's Covent Garden. Those premises soon became a place of pilgrimage and patronage, as everyone from rock stars to royalty, from Boy George to Diana, Princess of Wales, identified Jones as the milliner who would help them make arresting headlines. Forty years later, Jones's era-defining edge continues to attract a celebrity clientele, which includes, Rihanna, Lady Gaga, Mick Jagger, and Royalty. In 2009 at the Victoria & Albert Museum in London, he curated the hugely popular exhibition 'Hats, an Anthology by Stephen Jones', breaking attendance records around the world. Now, as ever, at the forefront of fashion, his beguiling hats routinely grace the most celebrated magazine covers and enliven window displays of the world's most stylish stores. From runways to racecourses, from pop-promos to royal garden parties, millinery by Stephen Jones adds the exclamation mark to every fashion statement. See full bio in press kit.

Alexandra Mandelkorn

With over ten years of industry experience, Alexandra Mandelkorn has become known for dressing her clients in bold and provocative looks. After breaking out on her own at the age of 23, Alexandra has held many positions within the fashion realm. From Fashion Director at *Galore Magazine* to Costume Designer for various tours, music videos, films and television productions, Alexandra's knowledge of the wardrobe landscape is vast. Drawing from costume history, archival and current fashion trends and underground artisans, this wide array of inspiration gives her styling a strong and multi-faceted point of view. Over the years, she has worked with some of the industry's most fearless female voices including Janelle Monae, Katy Perry, Kate Nash, Selena Gomez, Kelly Rowland, Lana del Rey, Dany Garcia and many more. It has always been her goal to amplify the voices she believes in, with fashion statements as strong as the icons themselves.

Podcast credits

Host Bronwyn Cosgrave

Editors, Frances Anderton and Avishay Artsy.

Theme music by Brian Banks.

Production Coordinators, Livia Mandoul, Mirabelle Alan and Guthrie McCarty-Vachon.

Executive Producer, Lyn Winter.

***Rodeo Drive - The Podcast* is presented by the Rodeo Drive Committee with the support of the City of Beverly Hills.**

The Rodeo Drive Committee

Founded in 1972, Rodeo Drive, Inc., also known as The Rodeo Drive Committee is 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.

For further information about *Rodeo Drive -The Podcast* contact:

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