

FOR IMMEDIATE RELEASE  
Friday, June 26, 2020



**Rodeo Drive - The Podcast  
Episode Three Launches Today**

***Every Detail is The Universe: Michael Chow's Design for Giorgio Armani***

**[LISTEN](#)**

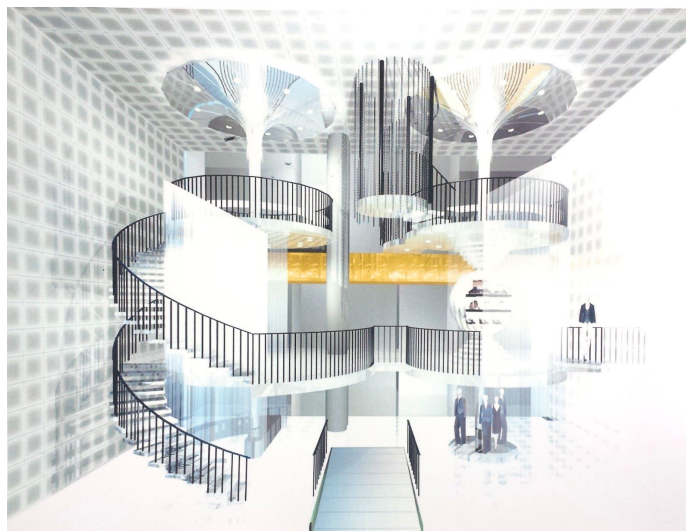
Beverly Hills, CA– When **Giorgio Armani** opened his flagship mega boutique on Rodeo Drive in 1988 people were stunned at the 13,000 square foot interior with a sweeping staircase, white gold leaf and glorious light. It was created by **Michael Chow**, legendary restaurateur and artist. It inspired Armani's famed uplit runway, became a Hollywood hot spot, and set the trend for retailers to team up with famous architects: think Prada and Rem Koolhaas; Louis Vuitton, Chanel and Peter Marino; Valentino Menswear, Bally and David Chipperfield.

Chow's design for Giorgio Armani Beverly Hills has remained intact. "It's very simple to be timeless," says Chow. "You just have to be true to yourself."

But is the age of the vast boutique over? Hear **Bronwyn Cosgrave** in conversation with Michael Chow, Interior Design magazine editor **Edie Cohen** and writer and former editor-in-chief of French Vogue **Joan Juliet Buck**.



© Andy Warhol



*Michael Chow, photo by Andy Warhol; Rendering of Giorgio Armani's Rodeo Drive flagship store.*



*Portrait of Edie Cohen; Portrait of Joan Juliet Buck, photo © Les Guzman.*

*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, which has now officially reopened post lockdown.

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.

**Episodes in this series are released twice monthly. Find *Rodeo Drive – The Podcast* on Apple Podcasts, wherever you get your podcasts and at [rodeodrive-bh.com](http://rodeodrive-bh.com).**

#### **About Michael Chow**

Michael Chow, son of Chinese national treasure and legendary Peking Opera Grand Master, Zhou Xing Fang. Michael, who was born in Shanghai, left for an English boarding school at thirteen. He then went onto Saint Martin School of Design and studied architecture. In his early Twenties, while he struggled to succeed as a painter, he realized the need to bridge the East and West and to show how great China is. So he opened his first restaurant in Knightsbridge, London on February 14, 1968. Beverly Hills soon followed in 1974, Midtown New York 57<sup>th</sup> Street in 1978, TriBeCa Downtown New York in 2006, South Beach Miami in 2009, and most recently his second location in California, Malibu.

MR CHOW is known to many for not only his star studded restaurants, but a man that has captured the imagination of such artists such as Andy Warhol, Keith Haring, David Hockney, Jean Michel Basquiat, Helmut Newton, and Ed Ruscha.

As a designer in 1965, he first designed Smith and Hawes hairdressing salon on London's Sloane Ave. He continued to design boutiques and restaurants in London. In the 80's when Giorgio Armani went to MR CHOW in New York he was so impressed by Michael's design that he sent tuxedos for all his waiters to use. Michael then designed Armani's Rodeo Drive Boutique in 1987 and again in 1999 Giorgio Armani

boutique in Las Vegas hotel, The Bellagio. Michael designs all of MR CHOW restaurants with original Arts and Laliq glass doors, which are still unique and modern. But his greatest work is his Los Angeles home which took seven years to design and build.

In 1992, he married Eva Chun, a fashion designer and painter. They have a daughter named Asia. Michael also has a daughter, China and son, Maximilian from a previous marriage.

Together with his wife Eva, who is one of the Board of Trustees at the Los Angeles County Museum of Art continue to be avid collectors of Contemporary Art and Art Deco Furniture among other objects.

Currently, Michael Chow, the Artist known as Zhou, YingHua continues to paint. He had his first exhibition in mainland China at the Ullens Center of Contemporary Art, Beijing in honor of his father's 120th Anniversary, "Voice For My Father" and at the Power Station Art in Shanghai. YingHua's exhibition opened in February 2016 at the Andy Warhol Museum in Pittsburgh, PA. In April 2016, The New York Academy of Art "TriBeCa Ball" honored Eva & Michael Chow.

Giorgio Armani Beverly Hills was designed by Michael Chow in collaboration with Giorgio Armani and Thane Roberts, A I A.

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.**

#### **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:**

[Lyn Winter, Inc.](#), [rodeodrive@lynwinter.com](mailto:rodeodrive@lynwinter.com)

#### **IMAGES**

<http://rodeodrive-bh.com/>

@rodeodrive

#onlyonrodeodrive #rodeodrivethepodcast

**\*\*\* ENDS\*\*\***