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From Disco to the Metaverse: Dirk Schönberger Reimagines MCM

New episode of Rodeo Drive –The Podcast launches today.



L: MCM Global Creative Officer Dirk Schönberger; R: MCM SS22 campaign, still imagery photographed by Reto Schmid and motion directed by Torso with looks created by Haley Wollens, courtesy MCM.

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(Beverly Hills, CA, March 30, 2022) – The Rodeo Drive Committee announced today the launch of ***From Disco to the Metaverse: Dirk Schönberger Reimagines MCM***, the latest episode in season 3 of Rodeo Drive –The Podcast, hosted by **Pari Ehsan** with Field Correspondent **Jason E.C. Wright**.

The German luxury fashion house MCM got its start during the hedonistic 1970s in Munich, Germany. Now it enters a new era under the leadership of Global Creative Officer Dirk Schönberger. He has revamped the logo, created partnerships with breakthrough artists and is taking the brand into a new realm, the metaverse.

“We’re creating virtual worlds instead of big sets for campaign shoots, and creating partnerships with online platforms where you can dress your avatar in our clothes. And this is only the beginning,” he tells host Pari Ehsan. “What is really important is to use the metaverse as a space of co-creation,” he adds, saying that today brands need to bring their customers into the design process.

Field Correspondent Jason E.C. Wright visits the MCM flagship store with **Kathy Gohari**, president of the Rodeo Drive Committee, and together they analyze the updated Stark backpack and München tote as well as the ubiquitous MCM logo, visible on all clothing and accessories, now in both the original Visetos logo and the new Cubic Monogram version created by Schönberger. It appears on fabrics in bold color or subtle shades.

“You're able to turn the brightness meter up and down,” says Wright, who grew up with MCM as part of the hip hop generation. “This is not a revolution. It's an evolution,” says Gohari.

Music is core to MCM's identity and Ehsan talks with Schönberger about his collaborations with young artists, including **Billie Eilish**, **Missy Elliott** and now **iann dior**. The goal, says Schönberger, is authentic connection with the artists and an attitude and point of view that feels right. “I want disruption. I don't want a conservative point of view. I don't just want to buy a name and connect it to the brand.”



MCM SS22 campaign, still imagery photographed by Reto Schmid and motion directed by Torso with looks created by Haley Wollens, courtesy MCM.

The new season invites listeners around the globe to hear Ehsan in conversation with some of the biggest names in fashion, luxury, art and entertainment as they cover topics including the convergence of art with fashion, the influence of sport on fashion, sustainability, luxury sneakers and creative retail in the metaverse. Wright will bring on-the-ground video and audio reports direct from the boutiques of the world's most coveted brands. Gohari will keep 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.

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.**



Rodeo Drive – The Podcast Field Correspondent Jason E.C. Wright in conversation with Rodeo Drive Committee President Kathy Gohari at the MCM boutique on Rodeo Drive, courtesy Lyn Winter, Inc.

EDITORS' NOTES

Dirk Schönberger is the Global Creative Officer of MCM, the German luxury brand based in Berlin, Seoul, and Milan. In this role, created specifically for him, Mr. Schönberger serves as the catalyst behind product design and brand experience, driving all creative strategies to ensure an integrated global vision of MCM. He is charged with translating the brand's core DNA to further define its signature offering of “new school luxury.”

Mr. Schönberger is the lead of MCM's new Berlin Design Studio, in which all global MCM brand creative is developed and where he has installed a creative and product design team. As a German-born designer living and working in the country's capital, Mr. Schönberger is uniquely positioned to reaffirm MCM's authentic roots in German culture while capturing the youthful, contemporary spirit of modern-day Berlin. Prior to joining MCM, Mr. Schönberger served for eight years as Creative Director of adidas, boldly interpreting the heritage of the athletics pioneer and presiding over many of this century's biggest sneaker launches, including collaborations with Yohji Yamamoto, Raf Simons, Rick Owens, Pharrell Williams, and Kanye

West.

Born in Cologne, Germany, Mr. Schönberger became obsessed with music and fashion at an early age. After graduating from Munich's esteemed ESMOD fashion school, he took his first job in the Antwerp studio of menswear designer Dirk Bikkembergs. After three years, he left to launch Dirk Schönberger, a fashion label for men and women. Working as an independent designer in Antwerp and Paris, Mr. Schönberger developed a strong, sharply tailored look that became his signature. This recognition led to his being named Creative Director of German brand JOOP! in 2007. There, he oversaw the label's entire creative output, from product design to advertising to retail.

In 2010, Mr. Schönberger accepted a new position at adidas AG in Herzogenaurach, Germany. In this role, he melded his knowledge of design and tailoring with the athletic pioneer's breakthrough technologies and expertise in sport functionality. Mr. Schönberger defined a broad visual language that incorporated both adidas signatures and innovations in his designs for adidas Originals, Y-3, and adidas Performance.

Beyond the design studio, Mr. Schönberger shares his professional experience and knowledge through dedicated sessions with students at the Royal College of Art in London and the University of Arts (Universität der Künste) in Berlin. Mining his life-long passion for music, he designed costumes for Mick Jagger and Keith Richards for the Rolling Stones' "40 Licks" world tour and for U2's lead singer Bono for the band's "Elevation" world tour.

Mr. Schönberger's passionate embrace of pop culture, coupled with his innate knowledge of fashion design, makes for a brave new chapter in the history of MCM.

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

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