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Jeffrey Deitch Wears Kenny Scharf: Art, Fashion and Beverly Hills

First episode in Season 3 of Rodeo Drive –The Podcast launches today.



Left: Jeffrey Deitch, photo by Jason LaVeris/FilmMagic; right: Dior Men's Fall Collection 2021, fittings by Alfredo Piano, courtesy Dior.

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(Beverly Hills, CA, March 16, 2022) – The Rodeo Drive Committee announced today the launch of *Jeffrey Deitch Wears Kenny Scharf: Art, Fashion and Beverly Hills*, the first episode in season 3 of Rodeo Drive –The Podcast, hosted by **Pari Ehsan** with Field Correspondent **Jason E.C.Wright**.

When Frieze Week in Beverly Hills was unveiled next to the Beverly Hilton, collectors and dealers turned out in high style for the VIP opening, confirming what many already knew: art, fashion and entertainment converge in Beverly Hills.

“Beverly Hills is where the art world meets,” says Jeffrey Deitch, art dealer and curator, referencing the collectors and cognoscenti who mingle in the city’s galleries and restaurants.

On this episode of *Rodeo Drive: The Podcast*, Ehsan and Wright explore how art and fashion intersect in the city of Beverly Hills and on Rodeo Drive itself, from public artworks on the street like Robert Graham's sculpture *Torso* to creative collaborations between couture houses and artists.



Dior Men's Fall Collection 2021, Look 2, a collaboration with artist Kenny Scharf, courtesy Dior.

Ehsan sits down with Deitch to discuss what makes the city a magnet for art enthusiasts, and what makes for successful art and fashion collaborations. "We've seen some artist-fashion collaborations that are dead on arrival. But then we've seen others that are just fantastic and inspiring. So some people saw me and my team at the opening of Frieze...all wearing a Kenny Scharf–Dior Men's collaboration..that's a very good example of an excellent collaboration."

Wright takes in the scene on Rodeo Drive with **Kathy Gohari**, President of Rodeo Drive Committee. "I see tourists coming early in the morning before the stores are even open and they're hugging the *Torso* and taking pictures....they're not just coming to look at the buildings and the beautiful restaurants and the clothes, but it's the whole environment."

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.



Host Pari Ehsan inside Chris Burden's *Dreamers Folly* (2010) at Frieze Week in Beverly Hills.

Listen to Rodeo Drive – The Podcast and subscribe, rate and review on [Apple Podcasts](#), [Spotify](#) or wherever you get your podcasts. Watch moments from the series on [YouTube](#).

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



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.

Image: Pari Ehsan by Tyler Hóu.



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.

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