

FOR IMMEDIATE RELEASE
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RODEO DRIVE-THE PODCAST LAUNCHES TODAY

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IT SMELLED LIKE MONEY - THE STORY OF GIORGIO BEVERLY HILLS

Beverly Hills, CA—***It Smelled Like Money - The Story of Giorgio Beverly Hills*** explores how Giorgio Beverly Hills made Rodeo Drive a fashion destination, and gave the world an unforgettable perfume. An all-star cast – **Robert Hayman**, the son of Giorgio founder **Fred Hayman**, known as “The Godfather of Rodeo Drive”; **Dame Zandra Rhodes**; author **Rose Apodaca**; and Decades owner **Cameron Silver** – tells the story of the “quirky” boutique’s creation, its star-studded heyday and how Giorgio innovated much that is central to high fashion and retailing today. **Stephen Jones OBE** and perfumers **Roja Dove** and **David Horner** explain how the Giorgio Beverly Hills perfume became a blockbuster. And host **Bronwyn Cosgrave** asks, what comes next for the luxury thoroughfare?



The podcast launches as retailers on Rodeo Drive prepare to re-open for in-store shopping during continued social distancing, connecting listeners with compelling and up to date stories about the past, present and future of the shimmering, three-block stretch in Beverly Hills.

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 envisioning its future.

The first series of eight episodes will be released twice monthly. Find *Rodeo Drive – The Podcast* on Apple Podcasts, wherever you get your podcasts and at rodeodrive-bh.com.

Accompanying this first episode, and marking what would have been Fred Hayman's 95th birthday today, and a decade since the publishing of his candid biography *Fred Hayman The Extraordinary Difference: The Story of Rodeo Drive, Hollywood Glamour and the Showman Who Sold It All*, visit [Rodeo Drive Recommends](#) to find a first, illustrated, online conversation between Fred Hayman's son Robert Hayman and author Rose Apodaca about the influential moment when fashion, fame and everything in between was happening on Rodeo Drive.

Images from left to right: In any language, the Giorgio perfume ad for the grand launch at Galeries Lafayette, Paris; Mrs Barron Hilton A.K.A. Marilyn and Fred Hayman at the Oak Bar at Giorgio on Rodeo Drive. She was among the first to hold a Giorgio credit card and to slip into a fox-trimmed Victor Joris maxicoat, c. 1970. Photos courtesy Fred Hayman Archives.

Host, Bronwyn Cosgrave

Bronwyn Cosgrave is a best-selling author and broadcaster who discusses fashion on National Public Radio programs like *Marketplace* and *Q* as well as *BBC Radio*. *Vanity Fair* described her book, *Made For Each Other: Fashion and the Academy Awards* (Bloomsbury), as the "definitive study of the Oscars fashion phenomenon." Her print journalism has appeared in *Architectural Digest* and *The New York Times*. Bronwyn is a contributing editor to *Vogue India* and the former features editor of British *Vogue*. She produces and directs fashion documentaries.

Editors, Frances Anderton and Avishay Artsy.

Theme music by [Brian Banks](#).

Production Coordinators, Livia Mandoul and Mirabelle Alan.

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:

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