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**Rodeo Drive – The Podcast presents**

***Haute couture meets haute cuisine: Dominique Crenn at Dior, and Rodeo Drive at 50***



Left: Dominique Crenn, photo by Heather Stern; center: Robert Hayman, right: Kathy Gohari, photo by Kate Jones.

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Beverly Hills, CA – The Rodeo Drive Committee announced today the launch of ***Haute couture meets haute cuisine: Dominique Crenn at Dior and Rodeo Drive at 50***, the latest episode of *Rodeo Drive – The Podcast* celebrating the 50th Anniversary of the world renowned, luxury fashion street.

Fifty years ago, **Fred Hayman**, founder of the legendary Beverly Hills boutique and fragrance Giorgio, had a big idea; to transform Rodeo Drive into America's answer to London's New Bond Street, Paris's Faubourg St-Honoré and Rome's Via Condotti. So he founded a group of retailers and hoteliers devoted to realizing this vision.

Now through the end of 2027, the Rodeo Drive Committee celebrates a half-century for the three blocks of luxe, with a year of special events, activations, and toasts to continued growth, as Hermès expands with the largest-ever retail real estate acquisition on the street, LVMH builds a massive flagship store with museum, exhibition and rooftop dining spaces designed by the late Frank Gehry, and leading brands and fashion houses continue to build on the creative retail concepts that originated at Giorgio.

“They had all the ingredients at the time. They had great hotels, they had phenomenal restaurants, they had the beginnings of great retail stores, and they had all the celebrities who were there as well. All of that combined to create what has very quickly become one of the top streets in the world,” Fred Hayman’s son **Robert Hayman** tells Lyn Winter on this special anniversary episode of Rodeo Drive – The Podcast.

Headlining the podcast is one of the latest arrivals on the Drive: the legendary chef **Dominique Crenn**, creator of **Monsieur Dior by Dominique Crenn**, the restaurant within the Dior flagship boutique.

“I had a dream about walking down the street with Mr. Dior, and holding his hand and...asking him, what will be his vision?,” recalls Crenn, owner of Atelier Crenn and Bar Crenn in San Francisco and the only female chef in the United States to attain three Michelin stars.

Crenn explains that she matched haute cuisine to haute couture by doing a lot of research on Dior dresses from the 1950s up to now. “And every dish is a representation of a piece of a dress.”

Winter also delves into what the future holds for Rodeo Drive, as technology changes people’s shopping habits. While the strip will always be high end, Robert Hayman teases that it may lose a signature element.

“It’s currently a street with cars on it. There may come a time with all these autonomous vehicles, where we may not be driving on Rodeo Drive anymore. It may become a big walkway, which might be great, and it may make room for other experiences as well.”

What won’t change is the special experience of shopping on a street, says **Kathy Gohari**, President of the Rodeo Drive Committee, that emphasizes relationships with staff in the stores and treats like spending “a Saturday afternoon on the couch in one of

those stores, sipping champagne, having coffee, having an espresso, and being part of this community.”

That is Fred Hayman’s legacy, she says, recalling how he used to walk his gorgeous German Shepherd up and down Rodeo Drive, checking out the properties. “You could see the pride in his face as he would see great buildings go up, great collections, great artists, great celebrities walking up and down the street...It has continued five decades later...and we owe it all to him.”

This episode of *Rodeo Drive –The Podcast* is presented by the Rodeo Drive Committee.

### **Episode Credits**

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