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Principles for Life and Fashion: From Brunello to Carolina Cucinelli

New episode of Rodeo Drive –The Podcast launches today.



Carolina Cucinelli, courtesy Brunello Cucinelli.

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(Beverly Hills, CA, May 11, 2022) – The Rodeo Drive Committee announced today the launch of ***Principles for Life and Fashion: From Brunello to Carolina Cucinelli***, the latest episode in season 3 of Rodeo Drive –The Podcast, hosted by **Pari Ehsan** with Field Correspondent **Jason E.C. Wright**.

In a world dominated by fast fashion, Brunello Cucinelli keeps it slow, creating hand-crafted, ultra-luxury womenswear and menswear that elevates the well-being of those who wear his garments and those who make them.

“Beauty is not only in how you dress, but how you behave...making sure that the community benefits from the presence of all of us,” says his daughter Carolina Cucinelli, co-president and co-creative director of the company. She talks with Ehsan about the Italian brand and continuing its humanistic philosophy of fashion and social responsibility.



Solomeo - Scuola dei Mestieri, courtesy Brunello Cucinelli.

Ms. Cucinelli describes a childhood in Solomeo, the small hamlet that is home to her family and the company headquarters in Umbria, Italy. There she grew up with the artisans who create the one of a kind, exquisitely tailored, heirloom pieces in cashmere, shearling leather and soft cottons. She explains how Brunello Cucinelli invests in the community, through arts, culture and a School of Contemporary Arts and Crafts for a new generation of tailors. This is the definition of sustainability, she says. “I think the younger generation want to buy less, but buy better.”



Solomeo - Scuola dei Mestieri, courtesy Brunello Cucinelli.

Field Correspondent **Jason E.C. Wright** visits the Brunello Cucinelli boutique on Two Rodeo Drive, taking listeners on an audio tour through the highly-curated retail experience. He describes the calming colors and textures of the interiors and furnishings; the silky mens' jackets and blazers; and the women's *Opera* collection, featuring cardigans and suits threaded, he says, "with sequins that reflect the light in such a way that you don't notice them immediately. And then it looks like a million cameras have flashed."



Tailoring, courtesy Brunello Cucinelli.

Finally, Carolina Cucinelli explains the company’s attraction to Los Angeles and why they chose two of its architectural landmarks – the Stahl House and the Bradbury Building – for a recent photoshoot. “For us (it) is that perfect union of Solomeo and L.A., because it’s a majestic place with a beautiful history.”



Solomeo, courtesy Brunello Cucinelli.

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. Wright will bring on-the-ground video and audio reports direct from the boutiques of the world’s most coveted brands. The series 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**.

EDITORS' NOTES

Carolina Cucinelli

Co-President, Co-Creative Director and Board Member, Brunello Cucinelli S.P.A.

Carolina Cucinelli was born in Perugia, Italy on February 23, 1991 and is the second child of Brunello and Federica Cucinelli.

In 2010, she graduated with a Masters of Art in Fashion and Costume Design. That same year, Carolina joined the family business as a member of the women's style team where she put her skills into practice designing accessories and ready-to-wear.

In 2016, Carolina joined the Digital Commerce and Communications team where she worked on developing and designing the company's website. Her expertise on product and passion for design were vital in ensuring the digital representation of the brand stayed true to the company philosophy.

Her most notable projects include the "Human Artisans of the Web" which aims to combine ancient traditions of seeking knowledge, human relations, and the circulation of ideas with new and exciting innovations in a deeply ethical and socially responsible manner. She also took part in the restoration of the town of Solomeo and in collaboration with her family, developed an arts program to provide a sense of community to all the people of the town and beyond. Carolina understands the importance of art, education and entertainment and the valuable enrichment that it can bring to others. Hosting international, acclaimed actors in the theater or organizing an outdoor cinema program in Solomeo's Forum of The Arts, Carolina has been committed to continuing in the path of her father's ideals, which is to give a better quality of life to those around her through a sense of dignity, humanity and culture.

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.

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THE PODCAST



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