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Rodeo Drive – The Podcast Season Three
launches with Host **Pari Ehsan** and Field Correspondent **Jason E.C Wright**

New video and audio series invites listeners around the world back on to the street for conversations with today’s most influential voices on the convergence of fashion with art, the impact of sport on fashion, sneakers, sustainability and the metaverse.



Rodeo Drive-The Podcast Season Three Host Pari Ehsan
and Field Correspondent Jason E.C. Wright recording from Two Rodeo Drive.

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(Beverly Hills, CA, March 2, 2022) –The Rodeo Drive Committee announced today the launch of Season Three of Rodeo Drive –The Podcast with new Host **Pari Ehsan** and Field Correspondent **Jason E.C.Wright**.

Ehsan is the Iranian American founder of Pari Dust, an influential, digital platform for art and fashion. Wright is the founder of Burntsienna Research Society, an L.A. design research agency, and is an expert on fashion and the future of design and retail.

“Rodeo Drive’s fashion history was brought alive in the first two seasons with past host Bronwyn Cosgrave. Now that Rodeo Drive has reopened and is in full swing we’re thrilled that our season three hosts Pari Ehsan and Jason E.C Wright and a line up of fascinating guests will bring us their perspectives direct from the street,” said Rodeo Drive Committee President **Kathy Gohari**.

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, including **Jeffrey Deitch, Dirk Schönberger, Hunter Drohojowska-Philp** and **Eric Buterbaugh**. In an exciting addition to the podcast, Wright will bring on-the-ground video and audio reports direct from the boutiques of the world’s most coveted brands.

Over eight episodes, launching March 16, 2022, Ehsan and Wright will cover topics including the convergence of art with fashion, the influence of sport on fashion, sustainability, luxury sneakers and creative retail in the metaverse. 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.

In the first season, listeners heard compelling stories about the intoxicating combination of fashion, art and entertainment that put Rodeo Drive on the map, thanks to pioneering designers, hoteliers and entrepreneurs who transformed a bridle path into a rival to New York’s Fifth Avenue — with sun, palm trees and Hollywood sizzle. Challenged by a global pandemic, protests for social and racial justice, which began in the wake of George Floyd’s death, the second season examined innovative ventures and collaborations on the street as the luxury industries adapted to unprecedented times, setting a path for a new order for the iconic fashion destination.

Among more than 50 influential voices in fashion and luxury who have participated to date on *Rodeo Drive-The Podcast* are; **Mattia Agazzi, Rose Apodaca, Nicolas Bijan, James Bond, Ruth E. Carter, Michael Chow, Simon Doonan, José Eber, Mary Fellowes, Paul Goldberger, Stephen Jones OBE, Jay Leno, Alexandra Mendelkorn, Faye McLeod, Booth Moore, Stefano Ricci, Cameron Silver, Tamtam, Dame Zandra Rhodes DBE, RDI** and **Sergio Zambon**.

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, the Beverly Hills Conference & Visitors Bureau** and **MCM**.

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**

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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