

FOR IMMEDIATE RELEASE
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Rodeo Drive Committee Launches First Podcast Series Exploring The Iconic Luxury and Fashion Thoroughfare, Rodeo Drive

Expands Digital Offering In Era of Social Distancing To Connect Directly With Listeners Around The World

First Episode Launches May 29, 2020

[*Listen to the trailer here*](#)

Beverly Hills, CA– The Rodeo Drive Committee announced today the forthcoming launch of ***Rodeo Drive - The Podcast: Untold Stories of Fashion, Art and Entertainment***, the first podcast series to explore the iconic luxury and fashion thoroughfare, Rodeo Drive. The Podcast will premiere on May 29, 2020, the birthday of the “Godfather of Rodeo Drive” **Fred Hayman**. It launches as retailers begin to re-emerge during a period of continued social distancing and will connect listeners with compelling stories offering a fresh perspective on 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, among them **Rose Apodaca, Nicolas Bijan, Michael Chow, Robert Hayman, Stephen Jones OBE, Dame Zandra Rhodes, Cameron Silver**, and many more, 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.

“Despite unprecedented times, Rodeo Drive is here to stay. As the luxury brands that call Rodeo Drive home re-open, we are working together to revitalize and invent new ways to connect directly with our customers,” commented Rodeo Drive Committee President **Nicola Cagliata**. “With Rodeo Drive’s podcast, our audiences, wherever they are, will be able to hear the stories that could only have happened on Rodeo Drive, and listen to the vital voices in fashion and luxury, who are shaping our future.”

The legendary stories of Rodeo Drive will be woven into the series to reveal how **Howard Greer**, Paramount Pictures’ one-time chief costume designer, brought the spirit of Paris *couture* to Rodeo Drive. Staging daily film-star studded, high tea fashion shows, how a former Brooklyn pants presser, **Hershel Geguzin**, reimagined himself as **Michael Romanoff** - a descendant of Russian royalty - and for two decades, operated Romanoff’s, known as the swellest restaurant in town, how the largest **Giorgio Armani** boutique in the U.S was designed reviving Los Angeles’s reputation as a fashion capital, and how Fred Hayman invested thousands of dollars in a struggling women’s clothing store, **Giorgio**, and along the way forged Rodeo Drive’s relationship with the Oscars, and more.

The first series of eight episodes will be released twice monthly beginning May 29, 2020. Find *Rodeo Drive – The Podcast* wherever you get your podcasts and at rodeodrive-bh.com.

The podcast is part of the Rode Drive Committee’s expanding digital offering, and follows the recent launch of [Rodeo Drive Recommends](#), a new online space created to connect international visitors, residents, customers and businesses with news and stories about Rodeo Drive. In tandem with the premier podcast episode, Rodeo Drive Recommends will present 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 and marking two anniversaries—what would be Fred Hayman’s 95th birthday on May 29 and a decade since the publishing of his fascinatingly candid biography [Fred Hayman The Extraordinary Difference: The Story of Rodeo Drive, Hollywood Glamour and the Showman Who Sold It All](#).

Rodeo Drive - The Podcast is presented by the Rodeo Drive Committee with the support of the City of Beverly Hills.

Editors’ Notes

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](#)

Executive Producer, Lyn Winter

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, please contact:

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<http://rodeodrive-bh.com/>

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View of Rodeo Drive, photo by Brica Wilcox, courtesy Rodeo Drive Committee.

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