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Episode 4 Launches Today

By Appointment Only, at the House of Bijan

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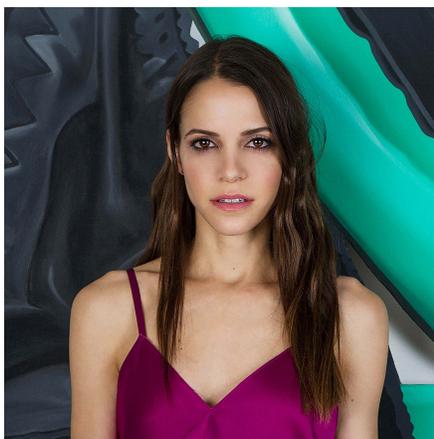
Beverly Hills, CA- In the early 1970s a young clothing designer named **Bijan Pakzad** packed his bags and left Iran, dreaming of conquering America. Four decades later the building that housed the original Bijan boutique on Rodeo Drive was purchased by LVMH for \$122 million, and Bijan had become the “world’s most expensive designer”, sought after by presidents and basketball stars.

In episode 4 of *Rodeo Drive-The Podcast*, Bijan’s son, **Nicolas Bijan**, CEO and co-owner of the House of Bijan, takes listeners on a tour of the storied, by-appointment only boutique, and

explains how he is redefining the Bijan brand for tomorrow's customers. He also revisits his late father's past, explaining the secrets to Bijan's success, his love of yellow, and what he meant to generations of Persian Americans who decamped to Los Angeles during the Iranian Revolution.

"He just did the most unbelievable, controversial things that people wanted to know 'What's the story here?'," says Nicolas Bijan.

Weighing in on Bijan's "story" is **Pari Ehsan** - the Instagram fashion influencer who runs the online platform Pari Dust; and **Porochista Khakpour**, author of *Brown Album: Essays on Exile and Identity*



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 charting its future and making change.

Rodeo Drive -The Podcast connects listeners around the world with up to date stories about the past, present and future of the renowned three-block stretch in Beverly Hills.

Episodes in this series are released twice monthly. Listen, subscribe, rate and review *Rodeo Drive – The Podcast* on Apple Podcasts, wherever you get your podcasts and at rodeodrive-bh.com.

About Nicolas Bijan

Nicolas Bijan – Vice-Chairman and Co-Owner of the House of Bijan Beverly Hills – is the son of late world famous fashion designer BijanPakzad, Founder and creative visionary behind the iconic fashion house Bijan. Famously known as the most exclusive and expensive luxury menswear brand in the world, the House of Bijan was established in 1976 and remains an internationally recognized hallmark of incomparable quality and style over forty years later. The brands appointment-only boutiques began by offering seasonal collections as well as complete wardrobe and accessories for the most powerful men in the world, including heads of state, royal families, captains of industry, and the Hollywood elite. Over the years the Bijan brand has continued to evolve, expanding into bestselling fragrance lines, women's handbags, and limited-edition car collaborations with Bugatti and Rolls Royce and Aston Martin.

Nicolas, who began immersing himself in the family business at the age of 16, quickly knew he wanted to follow in his patriarch's footsteps. While attending Pepperdine's Graziadio School of Business, Nicolas worked in his father's Rodeo Drive boutique part-time, eventually dropping out to work full-time at the House of Bijan. In 2011, after the death of his father, Nicolas took over responsibility for the brand's future alongside Bijan Co- Founder, Dar Mahboubi. Having been mentored by his late father in all aspects of design and operations for several years, Nicolas Bijan was ready for the role of a lifetime. Today Nicolas is continuing to ensure that the House of Bijan remains a fixture in the luxury market and is working to expand the prestige and global reach of the legendary brand.

In recent times, Bijan expanded from its original flagship location on Rodeo Drive, opening two new luxury retail spaces in just one year's time. In the fall of 2017, Bijan opened a second Beverly Hills location at the new Waldorf Astoria Beverly Hills. The following spring (in 2018), Bijan opened its signature mahogany doors to a third location at the Wynn Hotel & Casino in Las Vegas. . Nicolas has also worked to modernize the brand while remaining true to the House of Bijan's historic past. These new milestones mark the first chapter of growth and global expansion, with Bijan now eyeing potential new locations in America, Europe, Asia, and the Middle East.

About Pari Ehsan

Pari Ehsan, is the creator behind 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 her unique lens. In an ever-evolving space, Pari seizes opportunities to engage in conversation with influential minds and collaborate with those artists, brands, fairs, galleries, museums and retailers who share and heighten her vision. The former architect 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 art galleries including Pace, Perrotin, Hauser & Wirth amongst others. Pari is equally connected in the art and fashion communities. She celebrates the interactions and influence of art, design, and commerce, and how they merge to define our contemporary moment.

About Porochista Khakpour

Porochista Khakpour is the author of the novels, *Sons and Other Flammable Objects* and *The Last Illusion*, and the memoir *Sick. Brown Album*, published in May 2020 by Vintage Books, is her first collection of essays. Among her many fellowships is a National Endowment for the Arts award. Her nonfiction has appeared in many sections of *The New York Times*, *The Los Angeles Times*, *Elle*, *Slate*, *Salon*, and *Bookforum*, among many others. She has been guest faculty at VCFA and Stonecoast's MFA programs, as well as Contributing Editor at *Evergreen Review*. Born in Tehran and raised in the Los Angeles area, Khakpour currently lives in New York City.

Image credits from top: Nicolas Bijan, CEO and co-owner of The House of Bijan in the Aston Martin Bijan Edition outside the Bijan Rodeo Drive boutique; Below left to right: Cologne ad with Michael Jordan and Bijan Pakzad, 1997; Portrait of Nicolas Bijan. All images courtesy House of Bijan. Below L-R: Portrait of Pari Ehsan. Portrait of Porochista Khakpour, photo by Maria Nova.

Podcast credits

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The 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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