



Launching today on Rodeo Drive-The Podcast  
***Two Rodeo Drive: The Street of Dreams.***

**LISTEN**



View of Two Rodeo Drive.

Beverly Hills, CA, March 2, 2021 – The Rodeo Drive Committee today launched ***Two Rodeo Drive: The Street of Dreams***, episode two in the second season of Rodeo Drive-The Podcast. Listeners around the world will hear, for the first time, the story of the visionary San Francisco real estate developer **Douglas Stitzel**, who burst onto the scene in the late 1980s with an idea for a new, European-style shopping complex. Located on the corner of Rodeo Drive and Wilshire Boulevard, it would work like a companion to the world's leading luxury thoroughfare. Today it is lined with a restaurant and boutiques operated by some of the greatest names in fashion retail including Etro, Lanvin, Versace, Jimmy Choo as well as Tiffany & Co.

Host **Bronwyn Cosgrave** explores the creation of Two Rodeo Drive with Stitzel's right hands on the project; architect **Pam White** and development consultant **Vikki Johnson**, along with architecture critic **Paul Goldberger**, fashion journalist **Merle Ginsberg**, legendary hair stylist **José Eber**, **Bill Wiley**, Director at CBRE, worldwide leader in real estate services, who manages Two Rodeo Drive, and Vice-President of the Rodeo Drive Committee **Kathy Gohari**. They tell the story of Two Rodeo Drive, what happened after Stitzel realized his dream of building it and also share their views on what's next for the street.



View of Two Rodeo Drive.

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

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Images: Photo by Brica Wilcox, courtesy the Rodeo Drive Committee.

### **José Eber**

José Eber's artistic imprint on the liberation of hair and his evolutionary style has transcended the decades, through the 'Boho' 70's, the hypnotic 80's, the disruptive 90's and beyond. His success made its way to Hollywood, where celebrities flocked to his salon and his work has been featured on the silver screen.

**Merle Ginsberg**

Merle Ginsberg is an award winning and much-published cultural journalist, a television personality, public speaker, published poet, and a New York Times bestselling author of books including “Confessions of an Heiress” with Paris Hilton and the Harper Collins design tome “Hip Hollywood Homes.” She is currently a regular contributor to Los Angeles Magazine, LAMag.com, The New York Post and Tatler in London. See full bio in press kit.

**Paul Goldberger**

Paul Goldberger, who *The Huffington Post* has called “the leading figure in architecture criticism,” is now a Contributing Editor at *Vanity Fair*. From 1997 through 2011 he served as the Architecture Critic for *The New Yorker*, where he wrote the magazine’s celebrated “Sky Line” column. He is the author of numerous books. See full bio in press kit.

**Vikki Johnson**

Vikki Johnson, began her commercial real estate career in the high-flying 80’s with The Stitzel Company, a retail development company renowned for the highly acclaimed One Rodeo Drive and Two Rodeo Drive in Beverly Hills. Vikki is highly regarded as one of the industry’s preeminent urban retail specialists, and as a passionate visionary, driven to achieve optimum results for the client and property. See full bio in press kit.

**Pamela White**

Pam has over thirty years of diverse real estate experience in architecture, development, project management, leasing and completion of innovative projects. She led development of the iconic Two Rodeo Drive and One Colorado in Southern California. See full bio in press kit.

**Bill Wiley**

Bill Wiley, CPM® is a Director with CBRE and has been leading a team of professionals at Two Rodeo Drive since 2007 to meet the strategic, operational and marketing goals of the property investors. Bill is actively engaged in community partnerships; he is a 13-year member of the Board of Directors for the Beverly Hills Conference and Visitors Bureau. Bill is also a 15-year board member and former CFO of Rodeo Drive, Inc., the marketing organization for Rodeo Drive in Beverly Hills. See full bio in press kit.

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, GEARYS and The Beverly Hills Conference & Visitors Bureau.

**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.

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**[Press Kit](#)**

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