



For Immediate Release

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**RODEO DRIVE, THE INTERNATIONAL FASHION AND LUXURY DESTINATION
TO UNVEIL
*VISIONS OF HOLIDAY GLAMOUR***

**A NEW STYLE OF FESTIVE HOLIDAY INSTALLATION BRINGING
THE FASHION RUNWAYS OF PARIS, MILAN AND NEW YORK
SAFELY TO VISITORS AND HOLIDAY SHOPPERS.**



Rodeo Drive Visions of Holiday Glamour 2020 renderings courtesy J.Ben Bourgeois Productions, inc. and The Rodeo Drive Committee.

(Beverly Hills, CA, November 16, 2020) — The Rodeo Drive Committee announced today that *Visions of Holiday Glamour*, a new and festive holiday installation will bring the great runways of Paris, Milan and New York to the length of the iconic, palm tree-lined Rodeo Drive adding new meaning to the idea of holiday shopping in style. In the midst of unprecedented and challenging times, this sparkling addition to the street will be unveiled on Saturday, November 21, 2020 through Sunday, January 3, 2021, providing visitors, holiday shoppers and the community with a much-needed and safe moment of visual escape, celebrating fashion, couture and the magic of the holidays.

Continuing a long, annual tradition of immersive holiday decor, *Visions of Holiday Glamour*, presented by the Rodeo Drive Committee with the City of Beverly Hills will span the famed, three-block stretch of Rodeo Drive from Santa Monica to Wilshire Boulevard, and is sure to turn heads. Nine beautifully-adorned mannequins will appear to walk the length of the street's runway. Raised in the center median, illuminated and visible from afar, they will be dressed in shimmering red, green, blue and metallic gowns made of jewel-toned faux florals, winter foliage and accents of metallic holiday ornaments. Along the legendary thoroughfare, the palm trees will glow with snowflake-like lights while oversized shining ornaments will climb light poles creating a brilliant backdrop for a one-of-a-kind shopping experience, for pedestrians and drivers alike.

“More than ever now, the holidays must go on,” says **Kathy Gohari, Vice President of The Rodeo Drive Committee**. “My wish is that everyone might have an opportunity to dream and share in the experience of this year’s holiday installation on Rodeo Drive, feeling that they have been transported, even if for a moment, to the great runway shows of Paris, London and Milan.”

“As we enter a holiday season following events unlike any before, we are committed to providing our community, visitors to Beverly Hills and the many luxury brands and businesses on Rodeo Drive with a safe and nourishing moment of light and festive celebration during the holiday shopping season. *Visions of Holiday Glamour* will extend the City’s long-held tradition of bringing warmth and the magic of the holidays to all,” says **Beverly Hills Mayor Lester Friedman**.

Adding to the program, a tenth mannequin will be installed at the entrance to **Two Rodeo Drive** at Rodeo Drive and Dayton Way extending the holiday runway and creating a space where visitors can capture their own holiday memories.

The health and safety of visitors, merchants and the community at large remains a priority. Visitors to Rodeo Drive are required to wear a mask, maintain social distance and are encouraged to check their favorite stores for opening hours.

About Rodeo Drive

Rodeo Drive is an iconic, international luxury destination renowned as an unparalleled center for fashion and culture. Located in Beverly Hills, celebrated as the most glamorous city in the world, the famed, palm-dotted three blocks of Rodeo Drive are home to more than 100 of the world’s most distinguished global brands, with buildings designed by notable names in design and architecture. Rodeo Drive is renowned for its vibrant program of events including the Rodeo Drive *Concours d’Elegance*, welcoming Southern California residents and international visitors to discover and enjoy exceptional savoir-faire, craftsmanship, and new experiences in fashion, contemporary art and culture. The newly-launched **Rodeo Drive-The Podcast** tells the stories of the people who imagined the inimitable, three-block stretch in Beverly Hills, bringing showmanship and glamour to retail excellence, and how the intoxicating combination of fashion, art and entertainment put Rodeo Drive on the map. The podcast can be found at [Apple Podcasts](#) and wherever you find your podcasts. Listen and subscribe now. For more information about Rodeo Drive, please visit www.rodeodrive-bh.com and [Instagram](#).

About Beverly Hills

Beverly Hills is one of the world's most exclusive locales. Centrally located in greater Los Angeles, Beverly Hills is a premier holiday and business travel destination, with beautiful weather year-round, acclaimed full-service and boutique hotel accommodations, superb dining, and unparalleled shopping. Synonymous with Hollywood glamour, Beverly Hills enjoys an international reputation as the home and playground of A-list movie stars. The City is not only known worldwide for its grand mansions and chic shops along Rodeo Drive, but also for its multitude of art and architectural destinations, spas and salons, and exceptional walkability.

Visions of Holiday Glamour 2020 is produced for the Rodeo Drive Committee by J. Ben Bourgeois Productions, Inc. in collaboration with Set+Stage Creative.

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Please note: High-resolution installation images will be available after November 21.

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