



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: October 18, 2011

To: Honorable Mayor & City Council

From: Gisele Grable, Community Services Administrator
Community Services Department

Subject: Rodeo Drive Walk of Style®

Attachment:

1. Letter from the Rodeo Drive Committee
2. Press Release from the Rodeo Drive Committee

INTRODUCTION

The Rodeo Drive Committee has scheduled its annual "Walk of Style"® on Sunday, October 23, 2011 from 7:00 p.m. to 10:00 p.m. The event, which will honor supermodel and humanitarian Iman, along with Italian Fashion House Missoni, will be held on the 400 block of North Rodeo Drive.

DISCUSSION

The event will include a cocktail reception for 400 guests, along with an award presentation and plaque unveiling ceremony for both recipients. A silent auction will also be held benefitting the *Save the Children's Somalia Relief Project*. Guests will include press, media and celebrities.

STREET CLOSURE

The following provides details of the street closure for this event:

- The 400 block of Rodeo Drive will be closed from 5:00 a.m. on Sunday, October 23, through 6:00 a.m. on Monday, October 24 for set-up, event and breakdown activity.
- One east-bound lane and curb lane on South Santa Monica Boulevard, between Camden and Beverly Drives will be closed from 6:30 p.m. to 11:30 p.m. to facilitate the valet arrival and departure plan.

FISCAL IMPACT

All City costs and fees will be the responsibility of the Rodeo Drive Committee. The City has provided funding to the Committee (which was previously approved by the City Council). As the City is a co-sponsor of the event, the street closure fee will not be charged. In addition, the Rodeo Drive Committee will be responsible for providing a \$2 million general liability Certificate of Insurance, naming the City of Beverly Hills as an additional insured.

Honorable Mayor and City Council
Meeting Date: October 18, 2011

MERCHANTNOTIFICATION

As with previous large scale events held on Rodeo Drive, a letter of notification will be distributed to all merchants on the 300 and 400 blocks of North Rodeo Drive, as well as merchants on Brighton Way, Dayton Way and South Santa Monica, between Camden and Beverly Drives.

RECOMMENDATION

Unless the City Council has any questions, staff will proceed with the coordination of details for the Rodeo Drive Walk of Style event scheduled for Sunday, October 23, 2011.

Gisele Grable

Attachment 1



October 3, 2011

Benita Miller
City of Beverly Hills
455 North Rexford Drive
Beverly Hills, CA 90210

Dear Benita,

On Sunday, October 23rd, the City of Beverly Hills and Rodeo Drive Committee will induct super model Iman and Italian fashion house Missoni with the Rodeo Drive Walk of Style Award during a ceremony and reception from 7 to 10 pm on the 400 block of Rodeo Drive.

Elements of the event will include a red carpet arrival area on the south side of South Santa Monica Boulevard adjacent to the Missoni store; awards ceremony; reception and a DJ.

The north half of the 400 block will be used for the event and the south 400 block will be used for backstage and production needs.

On behalf of the Rodeo Drive Committee, please accept this letter requesting the following street/sidewalk closures for this event:

Street Closures:

The 400 block of North Rodeo Drive between Brighton Way and South Santa Monica Blvd. will be closed from **5 a.m. Sunday, October 23 through 6 a.m. Monday, October 24, 2011.**

Eastbound lane and the curb lane on South Santa Monica Blvd. will be closed from **6:30 p.m. to 11 p.m. on Sunday, October 23, 2011.**

Sidewalk Closures:

The South sidewalk along South Santa Monica Blvd. between the alley West of Rodeo Dr and Rodeo Dr. will be closed from **4 p.m. Sunday, October 23 to 12:01am Monday, October 24th** for load-in and Guest Arrivals.

The East and West sidewalks along the entire 400 block of N. Rodeo Dr. will be closed from **6 p.m. to 11 p.m. on Sunday, October 23, 2011** to be used as event space for the Walk of Style Awards Ceremony and

Miscellaneous:

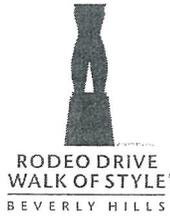
The parking meters along the South side of South Santa Monica Blvd. will be posted with "No Parking" signs from **4 p.m. Sunday, October 23 to 12:00 a.m. Monday, October 24, 2011** for event and press load-in.

Thanks for your consideration.

Sincerely,

Jim Jahant
President
Rodeo Drive Committee

Attachment 2



FOR IMMEDIATE RELEASE

Contact Information:
Tara de Souza
tlcdesouza@gmail.com

Ashley Wong
The Donahue Group
(323) 769-3600

**IMAN AND MISSONI TO BE INDUCTED INTO THE
RODEO DRIVE WALK OF STYLE®**

**WORLD RENOWNED SUPERMODEL AND LEGENDARY FASHION HOUSE WILL BE
HONORED FOR THEIR CONTRIBUTIONS TO FASHION AND ENTERTAINMENT
OCTOBER 23 ON RODEO DRIVE**

BEVERLY HILLS, Calif. – The Rodeo Drive Committee and the City of Beverly Hills have announced that the next recipients of the Rodeo Drive Walk of Style Award® will be international supermodel, actress and entrepreneur Iman, and acclaimed Italian fashion house, Missoni. The on-going award, inaugurated in 2003, honors style legends for their contributions to the worlds of fashion and entertainment. Both recipients will also receive plaques on Rodeo Drive, featuring their signature and quote, which will be embedded permanently in the sidewalk of the celebrated street.

The awards ceremony will take place on Rodeo Drive on October 23, 2011, with a special silent auction to benefit Save the Children in their efforts to respond to the needs of children and their families affected by the East Africa Food Crisis brought on by the worst drought in six decades.

“The City of Beverly Hills is pleased to honor Iman and Missoni with the Rodeo Drive Walk of Style® Award,” says Beverly Hills Mayor Barry Brucker. “Iman’s influence in the fashion, philanthropic and entertainment sectors, coupled with Missoni’s genius aesthetic and presence on Rodeo Drive, make them both highly deserving honorees.”

“What a privilege it is to honor Iman and Missoni, two of the most influential figures in fashion,” says Rodeo Drive Walk of Style® Selection Committee Chairwoman Wanda McDaniel. “Iman has been the voice and role model for women around the world. Her philanthropic efforts for Save the Children and the crisis in East Africa have been an inspiration to us all.”

-more-

Rodeo Drive Walk of Style® Award Honors Iman and Missoni
Page 2

"Missoni is one of the symbols of Italian luxury," says Peri Ellen Berne, Chairwoman of the Rodeo Drive Walk of Style®. "The Missoni family has always amazed us with their beautiful color combinations woven throughout their signature zigzag patterns. These distinctive characteristics are present in their Ready to Wear collections for both men and women, as well as their home collections. This is what makes their creations a favorite among Hollywood's elite and socialites across the world. "

Iman began her career in 1975 as a model and has challenged the prevailing notions of beauty ever since. The daughter of an African diplomat, Iman was born in Somalia and grew up speaking five languages. She studied political science at Nairobi University, where legendary photographer Peter Beard discovered her. Her first modeling assignment was for *Vogue* in 1976; since then, she has been a muse for fashion designers including Yves Saint Laurent, Versace, Calvin Klein and Donna Karan. During her 14 years as a model, Iman worked with top photographers Helmut Newton, Richard Avedon, Irving Penn and Annie Liebovitz.

Iman's influence in the fashion and entertainment industries does not only stem from her role as an international supermodel and actress, but also an entrepreneur and philanthropist. She is the Founder and CEO of IMAN Cosmetics, Skincare and Fragrances, a beauty company that created the first cosmetics and skincare collection designed for all women with skin of color. Launched in 1994, the IMAN brand philosophy holds that women with skin of color present many races, cultures and ethnicities. In addition to running a global beauty company, Iman is actively involved in several charities, including The Children's Defense Fund, Action Against Hunger and the RAISE HOPE FOR CONGO campaign, that aims to build a permanent and diverse constituency of activists who advocate for protection and empowerment of Congolese women and girls. She is also ambassador for Save the Children to raise funds and awareness for the famine and drought that is ravaging East Africa, and in particular, her homeland Somalia.

In 2010, the Council of Fashion Designers (CFDA) honored Iman with the prestigious Fashion Icon Award, presented annually to one person who embodies fashion and revolution. In celebration of the award, then Creative Director of Barneys New York, Simon Doonan, dedicated two of the store's Madison Avenue window displays to the supermodel and mogul with a gallery-like tribute. Iman has also previously been honored as *Glamour Magazine's* 'Woman of the Year' in 2006 for her AIDS activism.

Also being honored with the Rodeo Drive Walk of Style Award® will be Missoni. In 1969 Diana Vreeland, the famous fashion editor of American *Vogue*, declared Missoni's techniques as "ingenious." Her comment: "Who said there are only colours, there are shades too!"

-more-

The Missoni style reflects the successful venture of a husband-and-wife team: married in 1953, Tai and Rosita started a knitwear business that would come to symbolize Italian fashion in the mid-Sixties with its signature designs. Missoni successfully introduced and established an unmistakable way of dressing and living. Identified by unique “put together” combinations of color, texture and iconic patterns, Missoni’s designs feature a kaleidoscope of bold hues, zigzags, stripes, waves, flames, geometric patchworks and floral jacquards.

Missoni's signature designs have significantly influenced the realms of fashion and entertainment and are favored among the world's most distinguished celebrities including Cate Blanchett, Cameron Diaz, Demi Moore, Diane Kruger, Blake Lively, Leighton Meester, Nicole Richie, Kate Moss, Sofia Vergara, Rihanna, and Fergie, among others.

Born between 1954 and 1958, Tai and Rosita’s children, Vittorio, Luca and Angela, were raised in close contact with their parents’ work. Increasingly involved in the business on various levels, all three children have stepped into highly responsible positions to become the co-creators of a concept that – blending craftsmanship with high technology and aesthetic invention with the development of form – continues to enchant and thrill people everywhere.

Today, Missoni is one of the most widely respected ambassadors of Italian fashion and design around the world. With its colorful aesthetic vision, the company continues to influence contemporary lifestyles, thanks also to the success of the Missoni Home line and the recent inaugurations of the Hotel Missoni in Edinburgh and Kuwait.

In 1979, Italian journalist Maria Pezzi described Missoni’s fashions as “museum pieces that can nevertheless be worn.” The Missoni story has since been marked with countless awards and a plethora of public acknowledgements.

A special outdoor banner exhibition honoring Iman and Missoni will coincide with the Rodeo Drive Walk of Style® celebration from October 20 to November 3. The exhibition along Rodeo Drive will consist of iconic photographs of Iman as well as Missoni’s signature patterns and vibrant colors.

Created by the late sculptor Robert Graham and standing 14-feet tall at the intersection of Rodeo Drive and Dayton Way, "Torso" serves as the symbol for the Rodeo Drive Walk of Style®. The Walk of Style® Award, also designed by Mr. Graham, is a miniature model of "Torso."

Iman and Missoni will be the sixteenth and seventeenth recipients inducted into the Rodeo Drive Walk of Style®, following previous honorees Fred Hayman, Princess Grace (Kelly) of Monaco and Cartier, Manolo Blahnik, James Galanos, Gianni and Donatella Versace, Salvatore Ferragamo, Edith Head, James Acheson and Milena Canonero, Herb Ritts and Mario Testino and Tom Ford. Giorgio Armani was the first recipient in 2003. Honorees are selected by an independent committee comprised of media, celebrities, past honorees and academics in the worlds of fashion and entertainment.

About Rodeo Drive

Rodeo Drive, internationally recognized as the intersection of fashion and entertainment, is a unique destination for both Southern California residents, as well as visitors from around the globe. The more than 100 distinguished retailers all help create an unparalleled atmosphere only found on the three blocks of this famed street. For more information Rodeo Drive and the Rodeo Drive Walk of Style®, please visit www.rodeodrive-bh.com

###