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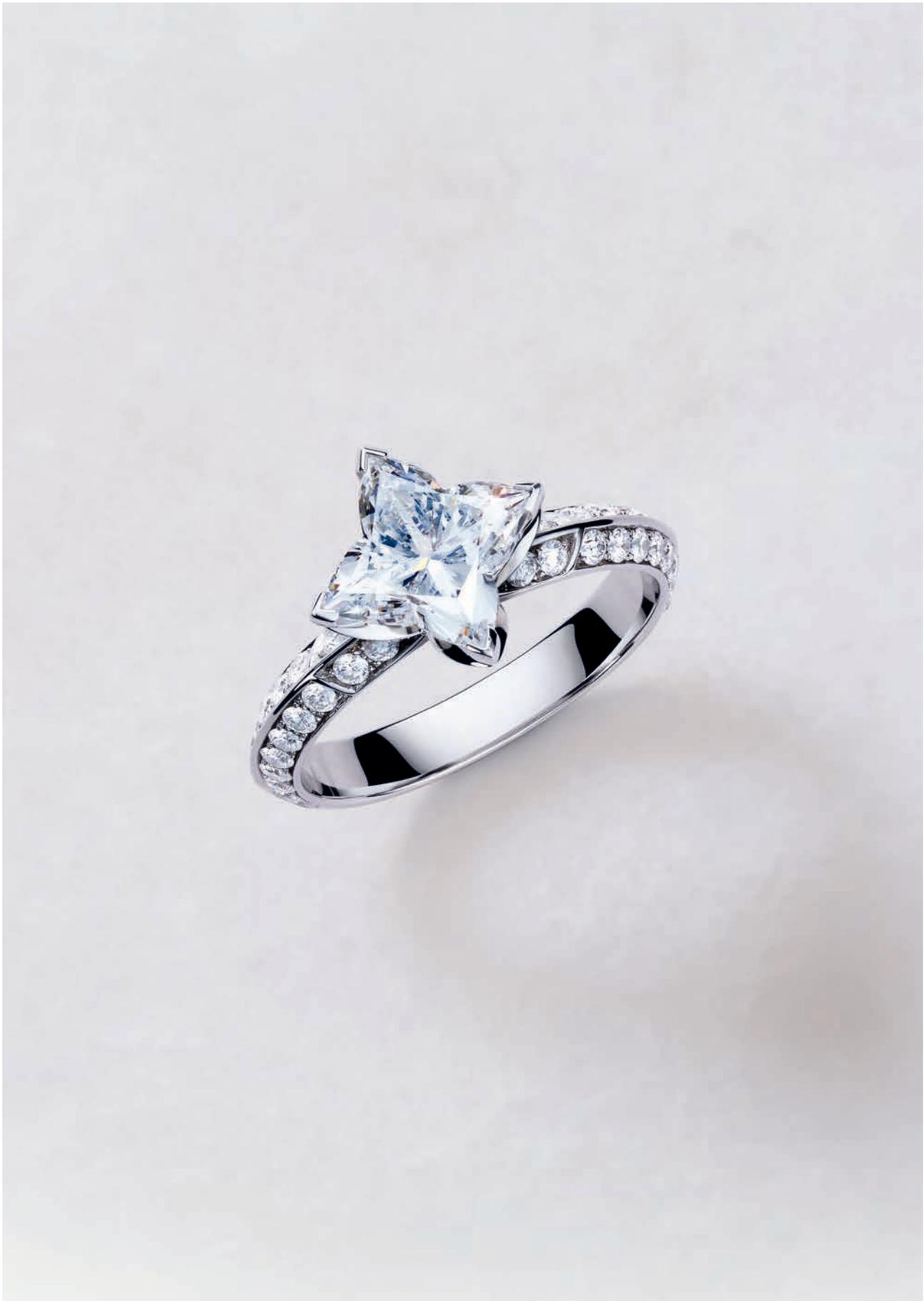
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CONTENTS

The Celebrity Pooches of Beverly Hills

BY LINDA IMMEDIATO
PAGE 18

Where to Get in the Holiday (Zero-Proof) Spirit

BY LINDA IMMEDIATO
PAGE 22

How to Practice Mindfulness in Beverly Hills

BY LINDA IMMEDIATO
PAGE 24

The Soul of an Artist: UTA's Arthur Lewis' Journey from Collector to Patron

BY LINDA IMMEDIATO
PAGE 26

Must-Haves for the Holidays

BY LINDA IMMEDIATO
PAGE 28

Feature Interview: ANASTASIA Beverly Hills' World-Famous Eyebrow Queen

BY LISA FRIEDMAN BLOCH
PAGE 32

EXECUTIVE EDITORS

Ana Figueroa

Linda Immediato

WRITERS

Lisa Friedman Bloch

Linda Immediato

ADVERTISING

Dina Figueroa

Rod Pingul

Patricia A. Wilkins

George Recinos

GRAPHIC DESIGNERS

Jamison Province

Shane Amaya

BUSINESS OPERATIONS

Beverly Weitzman

COPY EDITORS

Dina Figueroa

Hailey Esses

PUBLISHERS IN STYLE



LISA FRIEDMAN BLOCH



JOHN BENDHEIM

Hooray! The holiday season has arrived in Beverly Hills! And while we joyously celebrate with friends and family, let's also celebrate our beautiful city, where innovation breathes excitement, trends are born and groundbreaking concepts take flight. It's no wonder like-minded people from around the world are drawn to Beverly Hills. In this issue, we celebrate many of our city's goodies and the people who continue to make it a world-class destination.

When we learned there was a non-alcoholic spirit trend sweeping the nation, we reached out to the city's popular watering holes. Unsurprisingly, they were ahead of the high-ball curve. In "Where to Get in the Holiday (Zero-Proof) Spirit," top mixologists share the latest alcohol-free concoctions on their mocktail menus.

To help you sparkle and shine in our epicenter of style this celebratory season, we've curated "Must-Haves for the Holidays." For you animal lovers, we tracked down Beverly Hills' furry trendsetters and pet influencers for "The Celebrity Pooches of Beverly Hills." And we introduce you to a major player in the art world, Arthur Lewis, Partner and Creative Director of UTA Artist Space, who has brought the hottest young artists from around the globe to our city.

It's no surprise Beverly Hills is at the forefront of the "Mindfulness" movement. We found local meditation teachers, sound bath healers, and breathwork instructors—and therapists—who have been teaching Mindfulness for years and offer their insights in "How to Practice Mindfulness in Beverly Hills."

And finally, we are thrilled to present our cover story "Beverly Hills' World-Famous Eyebrow Queen." The trailblazing Anastasia Soare recounts how, with sheer determination and a dream, she built an empire beginning here in Beverly Hills, and revolutionized the beauty industry, creating a multibillion-dollar category from a single idea—eyebrows.

A big shout out and thank you to John, my partner, for helping me secure our cover story. And importantly, thank you to our phenomenal local, national and global advertisers who continue to support the Courier's publications each week throughout the year!

John and I and the entire Courier team wish you great health, happiness and many reasons to celebrate with your loved ones, friends and co-workers during the holidays and throughout the new year.

We hope you always rely on the Courier for your local news and events, and heartfelt community connections in Beverly Hills and beyond!

LISA FRIEDMAN BLOCH, PUBLISHER

COVER PHOTO: ANASTASIA PHOTOGRAPHED IN ABH STUDIO
PHOTO COURTESY ANASTASIA

PHOTO OF LISA FRIEDMAN BLOCH BY KAREN RAY PHOTOGRAPHY
PHOTO OF JOHN BENDHEIM BY KAREN RAY PHOTOGRAPHY

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The Celebrity Pooches of Beverly Hills

BY LINDA IMMEDIATO

If you own a dog, then you already know that yours is better than anyone else's. Yours is empirically the cutest, most adorable, most-talented superstar in the world. While you can rest comfortably in that knowledge, some people are putting those claims to the test, creating social media accounts for their furry family members, entering them in dog shows or signing them up for film and television work. But if your pooch is going to be the next big time pet influencer or A-list movie star, you'll need dogged determination.

Pet influencers can make big bucks. Take @jiffpom, the highest paid dog on Instagram. With 10 million followers on that platform (and 20 million on TikTok), he's the most followed animal on social media. The tiny Pomeranian commands \$35,000 per single post and has an estimated net worth of \$25 million. Doug the Pug has 3.5 million Instagram followers and makes \$13,000 per post. But these pups didn't get there overnight. According to Pets on Q, a pet influencer talent agency (whose founders starred in the Netflix series "Pet Stars"), having a successful Instagram pet is about creating high-quality photos and unique posts with a distinct voice (posted at least two to four times daily to increase impressions), maintaining a high engagement rate, and having quality followers. And of course, you'll be expected to provide analytics and metrics for the account if you want to get paid for any brand endorsements. If this sounds like a full-time job, it absolutely is.

Television and movie work is a whole different breed. Sarah Clifford, owner of the pet talent agency Animal Savvy, represents dogs—and everything from tortoises to chickens—for film, television, and print work. A trainer for two decades, with 23 years in the film industry, Clifford explained that on-set dogs have to be professionally trained by experts with specific movie industry skills for many years. "I get emails all the time saying, 'Oh, my dog is really cute,' and that just doesn't cut it," said Clifford. "Because sometimes their dogs are really cute, but the client is under a deadline and has a shooting schedule, and they're paying a lot of money to have a trained dog on set. There's not a lot of room for error if the dog isn't performing and hitting his marks. And it has to do it multiple times. Obedience classes are a great start, but to do film or print work they have to have a very specific type of training."

Of course, there's always a chance to have your pooch score some recognition at our local dog show. Last year, the City of Beverly Hills Community Services Committee held its first Beverly Hills Doggy Daze 90210 pet contest. It was a rebranding of the previous event known as Woofstock, held for more than a decade at Roxbury Park. Over 600 dogs were submitted in a dozen categories, and thousands of residents cast their votes for the winner.

To fully understand the scope of creating a true celebrity canine, we scoured social media, staked-out movie sets, and tracked down prize-winning pups to find these furry fame hounds. These pooches have shared screen time with the likes of Beyoncé; they've walked Oscar red carpets and Fashion Week runways—they are the most famous four-legged stars of Beverly Hills. (But don't worry; we're sure yours is cuter.)



TOP: SEBASTIAN SPORTING A COLLAR FROM HIS ACCESSORIES LINE, LUXURY PET FASHION

BOTTOM: WITH BEYONCÉ IN THE SINGER'S FILM "BLACK IS KING" PHOTOS COURTESY ALLYSA PAYNE

The Brand Ambassador

Sebastian, or Sebastian The Standard, as he's known to his 19.7k Instagram followers, is one of Beverly Hills' most popular doggy denizens on social media. His feed is filled with pictures of him (often alongside his mom, handbag designer Allysa Payne) at various spots around town—chilling on the outdoor patio at Il Pastaio (where he's a regular, and they know him by name), staying cool in the shade under the awning of The Maybourne Café, or just strolling along Rodeo Drive. With his wild mane of white fur and permanent ear-to-ear smile, the 5-year-old standard poodle is often stopped by fans who line up to snap selfies with him wherever he goes. Beyond social media, Sebastian's credits include a photo shoot for Vogue Italia (shot on location in Malibu by Ukrainian photographer Yulia Tregub Morris), campaign imagery for singer Saweetie's collaboration with the women's fashion line Pretty Little Things (the shots made their way onto giant billboards in Times Square), and a role in Beyoncé's film "Black is King." For the latter,





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For more information and to view our holiday map, visit [BEVERLYHILLS.ORG/HOLIDAYSBH](https://www.beverlyhills.org/holidaysbh)

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TOP: SEBASTIAN ON SET WITH POP STAR SAWEETIE
 BOTTOM: ON A WALK AROUND BEVERLY HILLS
 PHOTOS COURTESY ALLYSA PAYNE

Sebastian was handpicked by Beyoncé herself. “She really wanted him,” said Payne. “It was a huge production, shot on location at ‘the Godfather House’ in Beverly Hills. I was thrilled and, more importantly, Sebastian absolutely loved it.” Now, Sebastian has embarked on the next phase of his career—brand ambassador and potential mogul. Payne is expanding her line of leather and faux python bags (under the label Allysa Payne Beverly Hills) to include a collection of high-end dog collars, leashes and accessories called Luxury Pet Fashion. And who better to model the blinged-out, made in Italy, doggie gear? Sebastian, of course. New products are launched on his Instagram where the poodle sports the latest looks with Payne in matching ensembles. “I like the idea of Sebastian as an entrepreneur,” said Payne, “and positioning the brand from a dog’s point of view because people are so much more responsive to animals, especially dogs.”



TOP: BEVERLY HILLS BRUNO
 BOTTOM (LEFT): POSING FOR INSTAGRAM
 PHOTOS COURTESY LIZZIE BOWERS

The Top Model

A micro teacup poodle weighing in at just 2 pounds, Bruno is known for his impeccable fashion sense and his irresistible videos on Instagram where he goes by the handle Beverly Hills Bruno TM. The trademark symbol isn’t official; it’s just a little extra flourish his owner Lizzie Bowers bestowed upon him. Given his outsized personality, it’s fitting. Decked out in designer duds (like a teensy Gucci bomber jacket) and his face-framing fur upswept in a signature bow, he bobs and grooves to tunes from chart-toppers like Harry Styles in the clips on his feed and wins hearts and likes, and followers—16.6k of them so far. Most

PETS CONTINUES ON PAGE 42



FAR RIGHT: BRUNO ON THE RUNWAY AT DESIGNER ANTHONY RUBIO’S L.A. FASHION WEEK SHOW
 PHOTO BY ARUN NEVADER/GETTY IMAGES

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Where to Get in the Holiday (Zero-Proof) Spirit

BY LINDA IMMEDIATO



SERVING UP REFRESHING ALCOHOL-FREE LIBATIONS AT THEBLVD LOUNGE
PHOTO COURTESY THEBLVD LOUNGE

Tis the season of cocktail parties, holiday dinners and festive gatherings, giving us a months-long reason to celebrate—and imbibe. But not everyone will be toasting at Thanksgiving with goblets of wine or popping bottles of bubbly as they ring in the New Year.

According to the Bacardi Cocktail Trends Report 2022, 58% of those who drink alcohol are increasingly opting for non- and low-alcoholic cocktails across the globe. This worldwide trend is not a temperance movement; it isn't about morality or enforced sobriety; it's about choices and having options. And it's being driven largely by the younger generation and the health-conscious.

After years of constantly thinking about our individual health and the collective well-being of our communities, it's not surprising many are choosing to get in the holiday spirit, sans spirits.

To understand why this shift has happened we have to look to the early days of the pandemic when there was so much uncertainty and anxiety compounded by lockdown, imposed isolation and the stress of navigating work from home and remote schooling logistics. There was a palpable tension that seemed to hang in the air everywhere—along the sparse-shelved supermarket aisles, in the spaces between the social-distanced, masked-clad people waiting in epic lines outside of shops. Adjusting to the “new normal” of this unprecedented event began to take its toll. And many Americans turned, as they have in the past during times of crisis, to drinking.

According to a study published in December 2020 by the National Library of Medicine (an organization within the National Institutes

of Health), in-store alcohol sales jumped 54% and online purchases spiked 262% between March 1 and April 18, 2020 (compared to sales data for the same week in 2019). And throughout the rest of 2020, alcohol consumption remained high, with 60% of participants in the study reporting that their drinking increased in 2020. “Of those, 45.7% reported that their drinking had increased because of increased stress, 34.4% reported that their drinking had increased because of the increased availability of alcohol, and 30.1% reported that their drinking had increased because of boredom. Almost two-thirds of the participants (63.7%) listed some combination of these three reasons. The remainder either gave no reason (1.7%) or some other reason (4.0%), such as ‘It gives me the feeling of going out,’ [or] ‘I feel safer because I am at home...,’” the study stated, also noting that similar alcohol consumption spikes were reported in the wake of 9/11.

Numbers remained high but fluctuated throughout 2021 as many tried to course correct, culminating in a worldwide movement spurred by social media. Known as Dry January (with its own hashtag), millions publicly pledged to abstain from alcohol for the entire month. The trend continued and has gained steam.

According to a report by NielsenIQ published this year, U.S. retail sales of non-alcoholic spirits have grown 116%; non-alcoholic beer jumped 21%; and non-alcoholic wine rose 20%.

The zero-proof industry is now expected to become a multibillion-dollar industry. Dozens of brands like Seedlip, Amass and Monday

SPIRITS CONTINUES ON PAGE 48



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How to Practice Mindfulness in Beverly Hills

BY LINDA IMMEDIATO



GROUP MINDFULNESS AND MEDITATION RETREAT LED BY SHEHERA MOCELLIN (FAR LEFT)
PHOTO COURTESY SHEHERA MOCELLIN

Mind over matter. It's all in your mind. The mind is a terrible thing to waste. We're all familiar with these 20th century aphorisms that acknowledge the power of the human brain. These days, however, you're more likely to hear the word "mindfulness" bandied around than any of these prior pithy observations. It's so often used that it's become a commodity. There's a whole category of products devoted to "mindfulness" on Goop, where the word is listed in a drop-down menu under "wellness" between "aromatherapy" and "sex toys." That might be expected, but search Amazon for "mindfulness," and you'll get over 40,000 results. So, what exactly is mindfulness?

The concept of mindfulness stems from Buddhist and Hindu teachings and encompasses the belief that the first step toward enlightenment begins with being present and aware. "Sati" is a Pali word, which roughly translated means "mindfulness." Spiritually speaking, it's a way to connect to yourself and to the universe, bringing more peace and harmony into your life.

In practice, mindfulness is the intentional act of remaining in the present moment by focusing your conscious attention on anything and everything that you do. This includes ordinary, everyday tasks like eating to controlling an otherwise involuntary action like breathing, to going inward and taking a mental inventory of your thoughts and emotions. By focusing your awareness on your actions, thoughts, emotions and your body, you become better able to recognize shifts, and to pinpoint any problems and process them as they arise. This holistic approach to mindfulness is what's called "mind, body, spirit alignment." And the goal is to have all three in balance.

Mindfulness has been shown to have scientific evidence-based benefits—it can reduce pain, stress, anxiety, and depression. It can lead to healthier eating habits and a better night's sleep. And there are myriad ways to practice mindfulness in Beverly Hills—from local meditation retreats, to sound baths, and breathwork classes. You'll even find many therapists in the area who incorporate mindfulness techniques in their sessions, combining ancient Eastern practices with Western psychology and psychotherapy. These hybrid therapies are said to help those working through difficulties like past traumas or rocky marriages.

One of the more common ways people are introduced to mindfulness is through meditation. In its very essence, meditation offers a chance to slow down, breathe, collect oneself, reflect, and remain present. There are many different types of meditation—all involve closing your eyes and taking deep regulated breaths. Some, like Transcendental Meditation, involve clearing your thoughts to allow you to tap into the deep subconscious layers of the mind. Others are guided, with an instructor painting mental images for you to follow. During the pandemic, downloads of guided meditation apps like Headspace, which touted the benefits of mindfulness, exploded.

In recent years, meditation studios have proliferated across Southern California, popular with the after-work set looking to unwind after the daily grind at the office. Here in Beverly Hills, nestled up against the rugged hills of Beverly Glen Park, lies InsightLA's Benedict Canyon Retreat House. For 20 years, the nonprofit has been offering meditation classes, workshops, and retreats in locations across Los Angeles. The hacienda-style home, surrounded by San Pedro cactus and wild scrubland just off Benedict Canyon, is one of its main retreat centers and is host to half, full, and multiday retreats, where in-person meditation groups (for those fully vaccinated) explore topics like "Mindful Self-Compassion" and "Strengthening the Heart."

Through Insight in Action, InsightLA's community outreach branch, the center partners with other nonprofits and schools to provide free online mindfulness training to vulnerable populations, teachers, caregivers, and first responders.

The meditation center also offers online-only, single-class special events, which bring voices from around the world into your home. For example, last month an online class entitled, "The Mindful Journey: A Discussion with Members of the First All-Black Climbing Team to Summit Mt. Everest," was led by a group from the Full Circle Climbing Team who shared their experiences scaling the world's tallest mountain and how extreme athletes use mindfulness techniques to overcome obstacles. This month, you can log on to meditate with Venerable

MINDFULNESS CONTINUES ON PAGE 54

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The Soul of an Artist: UTA's Arthur Lewis' Journey from Collector to Patron

BY LINDA IMMEDIATO



LEFT: ARTHUR LEWIS IN HIS BEVERLY HILLS HOME

RIGHT: "THE END OF THE BEGINNING" BY ESIRI ERHERIENE-ESSI, A RECENT ACQUISITION BY LEWIS

LEFT PHOTO BY JEFF MCLANE; RIGHT PHOTO BY MARTEN ELDER, COURTESY OF THE ARTIST AND NINO MIER GALLERY

In 2015, United Talent Agency (UTA), one of the largest talent agencies in Hollywood representing some of the biggest stars in the film industry, expanded with a Fine Arts division with crossover actors-turned-artists like Steve McQueen on its roster. A year later, they opened the UTA Artist Space gallery in Boyle Heights. After a couple of years, the decision was made to move it closer to headquarters in Beverly Hills into a sleek, natural-lit building designed by Ai Weiwei. And in 2019, Arthur Lewis was brought in as partner and creative director.

Since joining UTA Fine Arts, Lewis has lured some of the biggest and brightest new artists from around the world to Beverly Hills. During his tenure, the Artist Space has exhibited diverse showcases for artists, including Blitz Bazawule, Enrique Martínez Celaya, Ernie Barnes, and Mandy El-Sayegh. Lewis also serves on the board of major art institutions across the country. To his peers and the young artists in his orbit, he is a mentor, a collaborator and a stalwart supporter of the arts.

But Lewis didn't tread the well-worn pathways toward a career in art. His was a circuitous route; a peregrination that had him crisscrossing the country on a detour through fashion. But along his journey, he witnessed firsthand how the two worlds often dovetailed.

Lewis was born in New Orleans and relished his childhood in the land of *étouffée*, jazz clubs and the pageantry of endless parades. But it was the art museums of the Big Easy that called to him. While most kids spent Saturday mornings glued to cartoons, Lewis had his own ritual. He made a weekly pilgrimage to the New Orleans Museum of Art where he combed through the historic New Orleans collection and delighted in the traveling antiquities, like the King Tut exhibit, that arrived from far-flung lands. These little escapes and explorations of his youth would have a lasting impact.

At 18, Lewis headed off to Morehouse College in Atlanta, Georgia where he studied political science. "None of that was for me," Lewis laughed. So, after graduation when it came time for a summer job, he didn't apply to a local politician's office; instead, he headed back to New Orleans and scored a position at Saks Fifth Avenue as a department

manager. "And you know, honestly, back then I thought retail was going to be my whole life. That's *the* thing I wanted to do," he said. From there Lewis went to work at Armani Exchange. But he had impressed his bosses so much during his time at Saks that he was asked to join the team setting up the Contemporary Sportswear department at the store in Beverly Hills. He jumped at the chance and moved to the West Coast. A brief stint at Banana Republic in Santa Monica followed, and while there he met the company's then-President Maureen Chiquet. "She told me I was in the wrong job. She said I was a 'merchant.' I didn't even know what that meant," Lewis chuckled. "But I trusted her, and I took a new role altogether." That new role was in the merchandising department of Banana Republic in San Francisco. He rose up through the ranks quickly, landing the position of Senior Vice President of Merchandising at Banana Republic's sister company, Old Navy. Lewis would eventually move back east, to New York City for a job as Executive Vice President of Product Management and Design for Kohl's. But his time at Old Navy, where he said he "had one of the best runs in retail," left a lasting impression on him. Every now and then Lewis takes a trip down memory lane, Googling the ad campaigns he worked on while at the company. "What we were doing was crazy good," he said proudly.

One of the things he loved about the job was visiting with the design team, especially when they came back from trips abroad, and watching their inspirations take form. Perhaps it tapped into that part of him that's still the kid from New Orleans slinking off to see sarcophagi in dusty museums. But it was the work of the graphic designers that began to excite him the most. These creatives drew heavily from the art world, whether it was a specific work of art or an artist's use of color. Lewis would get lost in the designers' mood boards. There, pinned in plain sight, he could see how artworks were deconstructed and reconstructed into articles of clothing. "One of my favorite all-time examples of this was this amazing painting from Damien Hirst," Lewis explained. "And

LEWIS CONTINUES ON PAGE 57



Great art stirs our passions. We celebrate yours.

We have a passion for art—and the people who make it possible, from artists and collectors to museums and galleries. Our Private Banking team wishes you and your family a happy holiday season. You can expect the same festive spirit throughout the New Year as we help you pursue your unique interests. We go beyond banking, and beyond expectations, to deliver exceptional service centered around you.

Patrick Martinez
Highland Park Florist (Still Life), 2021
Stucco, neon, mean streak, ceramic, acrylic paint,
spray paint, latex house paint, banner tarps,
ceramic tile on panel
60 x 120 inches

Collection of East West Bank
Image courtesy of the Artist and Charlie James
Gallery, Los Angeles.



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Must-Haves for the Holidays

BY LINDA IMMEDIATO

This year, we can finally celebrate the season of merry-making as we used to when we didn't have to turn in proof of vaccination along with an RSVP, or have to finagle sipping a cocktail while wearing a mask. The holidays just seem more joyous. Even the city itself seems to be brimming with holiday spirit. The jingle of Christmas music, from the recently upgraded sound system, drifts along the thoroughfares. There's a new Hanukkah menorah statue and a 14-foot Christmas tree in Beverly Gardens Park, a light sculpture exhibit at Beverly Canon Gardens, and a light show projection at City Hall. And as you eye your stack of invitations to holiday parties or begin to plan a gathering you're hosting, you may be looking to step up your cheer quotient this year as well. We've compiled this collection of the latest offerings at local shops to inspire you to sparkle up your wardrobe or warm your home. You might even find some gift ideas for loved ones on your list.

Merry and Bright

1. Made of 20-carat gold and engraved with the year 2022, Baccarat's Annual Christmas ornament (available at Gearys) is destined to become a treasured family holiday heirloom. \$160 at Gearys, 351 N. Beverly Drive, 310-273-4741 and gearys.com

2. Tired of your go-to LBD? Upgrade your cocktail wardrobe with this 1940s Hollywood-inspired dress from Badgley Mischka. \$595 at Neiman Marcus, 9700 Wilshire Blvd., 310-550-5900 and neimanmarcus.com

3. The construction of each pair of these Ferragamo patent leather slip-on shoes takes five days, requires 160 different phases, and is done almost entirely by hand. \$1,150 at Ferragamo, 357 N. Rodeo Drive, 310-273-9990 and ferragamo.com

4. Make your fashion statement a festive one in Gucci's wool linen herringbone formal jacket for men. The cardinal red blazer, festooned with gold-toned buttons, speaks for itself. \$3,600 at Gucci, 347 N. Rodeo Drive, 310-278-3451 and gucci.com

5. Channel your inner Wonder Woman with this elegant Tiffany & Co. 18-carat gold cuff from Elsa Peretti's "Bone Collection." \$16,000 at Tiffany & Co., 210 N. Rodeo Drive, 310-273-8880 and tiffany.com

6. An evening bag should never be an afterthought. In fact, you might want to build your entire ensemble around this one made of bright red, recycled fox fur patches by Fendi. \$4,400 at Fendi, 201 N. Rodeo Drive, 310-623-3420 and fendi.com



Sparkle and Shine



1. You'll rival the sparkle of disco balls and out-flash paparazzi cameras in this sequined **Carolina Herrera** gown. \$5,490 at **CH Carolina Herrera**, 230 N. Rodeo Drive, 310-276-8900 and carolinaherrera.com
2. This chic portable wireless speaker from **Louis Vuitton** offers a booming 360 degrees of sound and a colorful light show, so you can bring the party with you wherever you go. \$3,100 at **Louis Vuitton**, 295 N. Rodeo Drive, 310-859-0457 and us.louisvuitton.com
3. Nambe's sleek, contemporary revamp of a traditional menorah (available at **Neiman Marcus**) is made with the company's signature eight-metal alloy. It has a silver-like luster but will never tarnish. \$175 at **Neiman Marcus**, 9700 Wilshire Blvd., 310-550-5900 and neimanmarcus.com
4. Sumptuous and soft, the "Oasi Cashmere Shirt Jacket" by **Zegna**, shown here in ink blue, offers a fresh and modern take on the classic navy blazer. \$4,650 at **Zegna**, 337 N. Rodeo Drive, 310-247-8827 and zegna.com
5. The blue sunburst color of the dial on the 5205G by **Patek Philippe** gently fades to black as it nears the white gold bezel, calling to mind the heavenly shades of nightfall. A prominent moon-phase indicator adds to the effect. It's a timeless timepiece that will make any collector of fine watches swoon. \$55,590 at **Gearys Patek Philippe**, 360 N. Rodeo Drive, #2, 310-887-4200 and gearys.com/patek-philippe
6. These versatile high-shine slingbacks from **Prada** work for both formal occasions and casual ones. Their neutral silver metallic shade will match any outfit. \$1,200 at **Prada**, 343 N. Rodeo Drive, 310-278-8661 and prada.com

MUST-HAVES FOR THE HOLIDAYS CONTINUE ON PAGE 60



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ANASTASIA

Beverly Hills' World-Famous Eyebrow Queen

BY LISA FRIEDMAN BLOCH

In the mid-'90s, Anastasia Soare would stroll the Triangle, taking note of empty storefronts and jotting down realtor names and numbers on posted "For Lease" signs. She had already amassed a following of devotees who flocked to get their brows done by her, but had grown tired of working at the back of someone else's salon.

"I came to America with the idea that I was going to work in Beverly Hills. It was not even a question—I *would* work in a salon in Beverly Hills," she says.

But after accomplishing this, she firmly set her sights on her next goal, to realize her dream of owning her own salon.

While on her reconnaissance walks, Anastasia often found herself drawn to a building at 430 North Bedford Drive. For two years it sat vacant with a sign on its façade that read, "Dembo Realty," until one day, she decided to take the plunge. She called the realtor who later set up a meeting with the landlord.

When, face-to-face, the landlord heard Anastasia's plans to open an eyebrow salon, he was incredulous, "You do eyebrows!? Get outta here. You can't pay rent. This is Beverly Hills lady."

Undeterred, Anastasia returned to his office with magazine photos and articles of her famous clients.

"I'm going to make this street famous," she told him. "You have to believe in me."

He didn't.

Driven by her convictions and life experiences, she tried again.

"I am sure your grandparents or great-grandparents came here. Immigrants as well. Somebody gave them a chance. Please give me a chance. Six months. If I don't make it, I will leave."

The landlord eventually gave in.

In May of 1997, "Anastasia" opened its doors to a long line of awaiting customers, many of them celebrities. Vindication was quick to follow, when the landlord, seeing the crowd from his office across the street, called the salon to verify that all of the people were, in fact, queuing up for eyebrow service. When the receptionist confirmed, he was astounded and asked to speak to Anastasia. She got on the phone and told him flatly, "Like I told you, I'm going to make this street famous." To this day, 25 years later, the space has remained her flagship salon.

Anastasia recounts this defining moment in her life from a hotel suite in Paris. She's taking a break from her jam-packed traveling schedule, which has taken her all over the European continent, to virtually connect with me in our Beverly Hills Courier offices.

To beauty buffs and die-hard makeup aficionados, Anastasia probably needs no introduction. Even women who prefer to go au naturel have, more than likely, at least heard of the eyebrow brand, "Anastasia Beverly Hills." In the early aughts, Anastasia revolutionized the cosmetics industry by creating a then-unheard-of niche centered around a technique and product devoted to something most never gave a second thought to—eyebrows. These days, brows are a multimillion-dollar category in the beauty industry. You can't walk down a beauty aisle without bumping into a display case of products promising thicker, fuller, tidier, better-shaped brows, all thanks to Anastasia's trailblazing concept.

In June, Forbes published its list, "America's Richest Self-Made Women 2022," which ranks the wealthiest women in the United States. The article placed Anastasia at number 38.

This year marks the 25th anniversary of Anastasia Beverly Hills, with products now available in almost 2000 stores internationally. To fully understand the scope of her rise to a globally recognized mononym with a beauty empire, Anastasia, from Paris, takes us back to the start. It was 33 years ago, at age 32, clutching her two-year-old daughter, Claudia, in her arms, when Anastasia boarded an airplane from her Eastern Bloc homeland en route to America.

Born in Constanta, an ancient town founded around 600 B.C., Anastasia grew up in Romania's fifth-largest city and largest port on the Black Sea. Despite being immersed in culture, Roman mosaics, celebrated Greek mythological history and ancient ruins, life was challenging under Communistic regimes for Anastasia and her family. By the 1980s, it became untenable. Severe rationing of food, electricity and gas was commonplace.

In 1986, while traveling on a ship for work in Europe, Anastasia's husband, Victor, obtained asylum in Italy at the American Embassy, thereby opening the door for Anastasia and their daughter to come to America.

After three long years, Anastasia was able to legally leave her mother and sister (her father had passed away when she was a young girl) and travel for the first time, boarding the airplane, with Claudia in tow, bound for America. Their eventual landing spot was Los Angeles.

"Everybody on the planet Earth, from every small town to a big town, dreams of Beverly Hills. I was dreaming 30, 40 years ago. People are still dreaming. So that was my dream, like everybody else."



ANASTASIA (LEFT) WITH MAKEUP ARTIST CECILIA MORENO (CENTER) IN HER EARLY SALON
PHOTO COURTESY ANASTASIA

In Communist Romania where all information was controlled, Anastasia's introduction to Beverly Hills was through movies.

"I mean it was very hard for us to even buy a Vogue magazine. But I remember 'Beverly Hills Cop,' with Eddie Murphy. I think I watched that movie 100 million times. And 'Pretty Woman,' another movie."

These celluloid images—of ritzy boutiques along Rodeo Drive, palm tree-lined, sun-drenched streets dotted with sprawling mansions, where handsome men in European convertible sports cars escorted incredibly stylish women to lavish dinners—captured Anastasia's imagination. And they flickered on the screen in stark contrast to the realities of life that surrounded her. She knew she was going to Beverly Hills.

She arrived to find those two-dimensional moving images come to life. Beverly Hills seemed to fulfill all of its onscreen promises. But her unwavering desire to live in America prevented her from considering what the transition would be like in a new country, far from home.

"I never, ever for a minute, thought what I'm going to do there. Or it's going to be bad, I'm going to be lonely. But when I arrived in the United States, in Los Angeles, I felt like, oh my God, I don't know anyone. I don't speak the language. I miss my family, I miss my home, I miss everything. I cried for the first six months. Every day."

A stranger in a foreign land, Anastasia had to support herself and her daughter. Returning to Romania was not an option as the revolution was about to take place. At this time, she was offered her first job in an American salon, as a waxing aesthetician, to replace another Romanian woman going on maternity leave. It was there she quickly learned the techniques in America were very different from those back in Romania.

"As aestheticians, we had to go to a pharmacy and make a custom cream because you couldn't go into a department store to buy a cream. This is why sometimes I think women are so lucky to live in the United States. You can choose from whatever you want. You are overwhelmed by so much. In Romania we didn't have any," she says.

Anastasia describes beauty school in Romania as an intense and extensive two-year program. "You need to learn biology and chemistry. People didn't go to a dermatologist for anything other than dermatitis or a really (serious) skin condition," she says. "But for a facial, for pimples, they used to go to an aesthetician."

It was while working as a waxing aesthetician that she discovered

how little attention was given to eyebrows. Worse yet, she remembers the style was extremely thin with an unnatural high arch. Recalling the lessons from her art teacher in Romania, she knew that when painting a portrait, the eyebrow is important as the shape affects the subject's emotion. If you want to change the emotion, you have to change the shape of the eyebrow. But how can that be done when the brow was so thin and round?

Having also learned about Leonardo da Vinci's use of Golden Ratio proportions in his works, she had the idea to apply the concept to eyebrows with respect to the bone structure of the face. Maybe a system could be designed by applying this mathematical theory to enhance eyebrows. Anastasia went to the library in Los Angeles to do more research.

After months of studying da Vinci's mastermind approach, she went to an art store and created a stencil, a tool to shape the eyebrow. She began to work on her own eyebrows until she obtained the perfect, natural arch. Soon clients would take notice.

"My clients would ask me, 'What did you do? Did you cut your hair? You look different. You look better,'" she says.

Clients wanted Anastasia to work her brow magic on them, but the process took extra time. Soon the owner of the salon complained to Anastasia that the eyebrows were eating up the "facial" time, and since the salon did not charge à la carte for eyebrows, she could no longer provide the ancillary service.

This did not hold Anastasia back. She began taking house calls on weekends. Eventually, entire households, men and women, wanted her service. This convinced her she was on to something.

"The transformation with the right-shaped eyebrows was so incredible that I really believed that [the concept] would make a difference on everybody's face."

Deciding this was her path, she opened up the Los Angeles Times looking to rent her own space. "I told my husband, 'I'm going to open my own business and it's going to be in Beverly Hills. I don't want to go anywhere else. Only in Beverly Hills.'"

She admits it was scary at first, but she had a vision. She believed in eyebrows.

"Look, I left my family. I left my country, I left everybody, all my

friends. I left my house to come here. I'm not going to do this for the rest of my life. To be in a small little room. I want to build something. And I have this vision. I really believe in it. Everybody was saying, "You are crazy...You can't pay rent doing eyebrows. This is not big enough."

Between 1992 and 1996, she rented a small room at Juan Juan in Beverly Hills, and Anastasia, driven, focused and passionate, built an impressive clientele of movie stars and entertainers, supermodels, successful business executives and local folks, such as Kim Kardashian, Jennifer Lopez, Eva Longoria, Naomi Campbell, Victoria Beckham and Oprah Winfrey. Since eyebrow products were limited on the market, Anastasia took a playbook page from her time in Romania, mixed together drugstore products—Vaseline, aloe vera and eye shadow—and used them in her salon.

One such client, actress Poppy Montgomery, and her agent approached Anastasia about Poppy filming in Canada for several months and requested Anastasia to provide a small traveling case of the products Anastasia used in the salon. About the same time, her clients would comment, "My eyebrows look perfect when I leave, but after I take a shower, I still have gaps. It's not the same. I need products."

Anastasia recognized the big opportunity to mass-produce eyebrow products. Ever resourceful, she made several stencils and filled many little containers with her formulas for the clients who could not regularly come into the salon. The concept was revolutionary. She knew she needed to manufacture these products and capitalize on what she felt was "lightning in a bottle." So, she hopped on a plane to Italy, the only place where cosmetics were mass-produced at that time, and began working with a manufacturer.

She also knew that the timing was right to pursue her dream of opening her own salon. By now Romania had recovered from the revolution. The government was giving back Anastasia's home. Feeling the pull to return, she decided to visit Romania and contemplate moving back, permanently. But after one week, she knew she belonged in Beverly Hills.

"I think it was very good for me to do that because I realized that it was important to close that door," Anastasia says of her visit to her native country, which only served to strengthen her resolve to make it here in America. "And I said to myself, 'Okay, this is where I'm going to build a business. This is the country that will give me the opportunities.' In Romania, I couldn't do it."

It was after this trip, armed with a renewed sense of resolve, that she found her own eyebrow salon in Beverly Hills, at 430 North Bedford Drive.

Shortly afterward, Anastasia would make a decision that would forever entwine her business with Beverly Hills where she knew she would make her mark. Her lawyer approached her, advising that her single name was not strong enough for her company. He suggested adding "Beverly Hills" to the brand's name. She wholeheartedly agreed. "I felt this incredible pride to represent the city as it was my dream to be in Beverly Hills."

Anastasia officially became "Anastasia Beverly Hills."

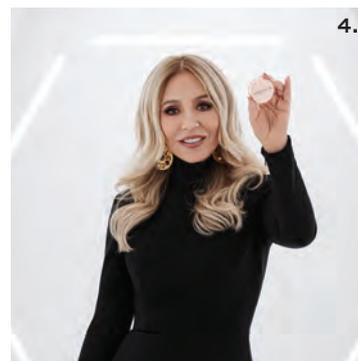
At this point, her daughter Claudia was a young child, and as a single mother, Anastasia often brought her to the salon.

As a child back in Romania, Anastasia would spend time at her parents' tailoring shop, which they operated out of the front of the family home. It was there that Anastasia received first-hand knowledge, watching her parents, and then her mother alone, interact with clients.

"My mother used to cater to the wives of leaders of the Communist Party. But even with normal people, she never made a separation. Everybody wanted to look beautiful. And she loved that." Anastasia credits her mother with passing down this egalitarian legacy of ensuring customer satisfaction for all, a legacy Anastasia was passing down to Claudia.

In 2000, Anastasia finally launched her first full-scale eyebrow product line. It was a resounding success with her clients. Her motto about success? "It's 10% talent, 90% hard work. The harder you work, the luckier you get."

She proved her "lucky" theory soon thereafter. Two executives from Nordstrom came into the salon for an eyebrow treatment after reading



MOMENTS FROM ANASTASIA'S LIFE, PAST AND PRESENT:

1. ANASTASIA IN HER STUDIO
2. ANASTASIA, HER DAUGHTER CLAUDIA, AND HER MOTHER
3. ANASTASIA AND KRIS JENNER AT THE L.A. BALLET GALA
4. ANASTASIA LAUNCHING "BROW FREEZE" AT ABH STUDIO
5. ANASTASIA WITH BROW ARTISTS FROM THE BEVERLY HILLS SALON, INCLUDING, TRACY TAYLOR, ANITA IKNADOSSIAN, JASMINE KIDD, AND ALEXANDRA CHAVEZ
6. ANASTASIA WITH STEFANIA MAGIDSON, FOUNDER AND PRESIDENT OF BLUE HERON
7. ANASTASIA AT THE OFFICIAL 2015 WHITE HOUSE CHRISTMAS PARTY

PHOTOS COURTESY ANASTASIA (PHOTO #4 MAKEUP BY ROKAEL LIZAMA)

“I left my family. I left my country, I left everybody, all my friends, I left my house to come here... I want to build something. And I have this vision. I really believe in it.”

about her innovative approach to eyebrows in magazines. While buying her products following their appointments, they told Anastasia that they wanted her products to be sold at Nordstrom.

Anastasia knew that going from a single, local boutique to being a part of a well-respected national department store chain with dozens of locations across the country would be transformative. But she was true to her mission. Instinctively, she felt her products would not be successful unless the employees were trained with her eyebrow products and techniques. Focused, confident and determined, Anastasia convinced the top brass at Nordstrom to invest in brow studios within their stores.

Peggy Moore, VP of Cosmetic Merchandise Manager of Nordstrom, shares, “I was honored to be the first national merchandise manager to launch Anastasia products and services for Nordstrom stores,” she says. “In our first meeting, I remember she was genuine, and her business plan was unique. She understood the customers’ needs, the retailers’ needs, as well as how to bring it together in a profitable way. She was the hardest working vendor that I ever met, and her tireless efforts surely paid off. She was and still is the real deal.”

But training beauty consultants all over the country on how to work with the products, along with waxing and shaping, became an exhaustive process. Her hard work ethic went into full gear.

“Saturday, we’d finish at the salon at 7 in the evening. We’d take our carry-on, fly on the red eye to one city. The next day, Sunday, I would wax eyebrows all day long, and Claudia would teach the client how to use the products. Then at 7 p.m. on Sunday, we’d go to another city close by. We’d do another event on Monday in Nordstrom, and Monday night we’d fly back and arrive at midnight. We worked seven days a week. This is how we used to train the aestheticians.”

Claudia, now a college student, was by her mother’s side as always, going on these training trips and working part time, manning the front desk at the salon. Until one day, fed up with Claudia showing up to work late for the umpteenth time, Anastasia fired her. In disbelief, Claudia left the salon and looked for another job.

Anastasia claims her multi-tasking daughter was extremely efficient and talented, particularly in servicing the customers, answering phones, and facilitating credit card transactions. Still, Anastasia felt she needed to teach her daughter a lesson. A month passed. Anastasia hired several people to replace the work of Claudia. Anastasia missed her but was unwilling to beg her to come back.

“One day, Claudia came in [to the salon] and said, ‘Mom, can I borrow some money? Because after taxes, I don’t have enough money to pay my rent.’ I told her, ‘You wanted to be independent, I’m sorry. Go and get another job. I’m not going to give you the money because you need to learn.’” With that, Anastasia went back to her appointments. An hour later, Claudia was still there. Seeing her daughter’s resolve, she softened, and offered Claudia her job back but warned, “the moment you walk inside this store, I’m not your mother. And you have to work harder than everybody else. Because I’m going to be tougher on you than everybody else. I will set an example with you.”



ANASTASIA WITH HER MOTHER, THEN AND NOW
PHOTOS COURTESY ANASTASIA

The anecdote illustrates just how much Anastasia believes that the key to achieving one’s goals is by putting in the work. But there’s another belief she’s always held on to: “You have to put it in the universe, and it happens.” In other words, if you believe in something strongly enough and you put it out there, it will happen.

Years earlier, when she first landed in Los Angeles, the only show Anastasia wanted to watch, even though she did not understand English, was “Oprah.” She claims it was how she eventually learned the language. When pushed, she admits, “I wanted to learn how she asks questions because one day I’m going to be on her show, and I need to know how to answer. And of course, well that was the joke.”

In May of 2006, that day really happened. Oprah Winfrey’s production company called the salon; Claudia took the call. They asked Anastasia to appear on the show. As it turned out, the producer had been her client for years, and Anastasia never knew, as she chose not to ask clients what they did for a living. Later, Anastasia learned, coincidentally, that Oprah had been traveling on a private yacht, and the owner’s wife and several other guests began talking about their eyebrow lady who is getting famous, just doing eyebrows. Hearing both accounts, Oprah said I have to meet this woman.

She did, on live television in front of millions of viewers. Anastasia reshaped, plucked and waxed Oprah’s eyebrows with stunning results. Suddenly, Anastasia was in nearly every home in America. It was a game changer.

The television segment catapulted Anastasia Beverly Hills from a local salon and niche beauty brand into the national spotlight.

The business flourished, and Oprah became a regular client. But more so, Anastasia formed a friendship with Oprah and shared many incredible moments with her. “I was able to be close to her and to see what kind of person she really is; so considerate, so incredible, so generous and so smart. And oh my God, I learned so much from her. Not only that, but I learned that I have to be even more humble than I was before. One of the best gifts that I ever had is to meet her and to be around her.”



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She joined Oprah and a multitude of celebrities, including Nelson Mandela, at the opening of Oprah’s Leadership Academy for Girls, south of Johannesburg, South Africa, in January of 2007. “That was the moment when I said, ‘This should be my mission to give back in life. Because this is what is the ultimate happiness.’”

A female founder and CEO, Oprah Winfrey inspired Anastasia to “pay it forward.” Over the years, Anastasia has honored her commitment. She has recognized and reenergized the ongoing efforts to create positive change for women all around the world. And most importantly, Anastasia believes in the importance of education. “I think it’s important to give back, to sponsor children to go to school.”

Anastasia supported the building of a small community school in Africa for Albino children. In Los Angeles, she assists United Friends of the Children in putting foster youth through beauty school with the belief that these young people can make a living, be self-sufficient and enjoy what they do. In Romania, she has been a part of the Blue Heron Foundation for 16 years.

“When we started, there were so many orphanages in Romania with children. They didn’t have windows. They didn’t have doors. It was tragic. It was such an honor for me to partner with Blue Heron to help those kids. I could not stop crying because everybody was talking about how this organization changed their lives. Now the kids are growing. We put them in schools. I sponsor children in the university. It’s amazing.”

Blue Heron Founder and President Stefania Magidson counts Anastasia as one of the organization’s faithful supporters, calling her “an intelligent, fearless woman who built a renowned beauty empire, who has not hesitated to give back as soon as she was in a position to do so.” In fact, Magidson says that thanks to Anastasia’s generous financial support and presence in the community, she has inspired many other



TOP LEFT: ANASTASIA (CENTER) AND BLUE HERON FOUNDER AND PRESIDENT STEFANIA MAGIDSON (CENTER, LEFT) WITH BLUE HERON SCHOLARSHIP RECIPIENTS AND MENTORS IN ROMANIA
TOP RIGHT: ANASTASIA AND OPRAH
PHOTOS COURTESY ANASTASIA



ANASTASIA APPLYING HER LATEST PRODUCTS
PHOTO COURTESY ANASTASIA

donors to align their philanthropic efforts with the organization. “We continue to be enormously grateful that we can always count on her support.”

Anastasia managed to juggle her philanthropic efforts while building her brand, which for years continued to grow apace. In the intervening years between 2007 to 2010, she expanded, launching a plethora of new brow products—powders, waterproof gels, crème tints, and a collection of every imaginable tool, from brow brushes to tweezers, needed to maintain arches.

In 2010, Anastasia appointed Claudia the President of Anastasia Beverly Hills after Claudia had tirelessly worked her way up the ranks at the company, mastering every aspect of the business.

Anastasia credits Claudia for one of many invaluable contributions to the company. She led the company to Instagram in the earliest years of the platform.

Claudia shares, “2011 was when I realized that social media had power. And that’s when I started dabbling on Instagram. Finally, I got the brand onto Instagram in August 2012. And my mom didn’t really get it. But she didn’t have money for advertising and marketing, compared to all the other brands at Sephora and Ulta. So, I said, ‘You need to speak to the customers directly, and this is how you are going to do it.’ And she said, ‘Okay.’”

They began posting and encouraging special relationships with beauty product users. Claudia studied them, and the competitors, and admits she is a good “pattern reader.”

“I saw the patterns, and I thought we should make some makeup starting with the ‘Contour Kit.’”

This was Anastasia’s first foray into makeup. Launched in 2014, based on what had become her signature use of the Golden Ratio in supporting one’s natural bone structure, the kit presented highlights and shadows used to bring balance and proportion to the face. It also made contouring popular among all beauty lovers, not just professional makeup artists.

Anastasia Beverly Hills sold 50,000 kits in one day, leaving Anastasia and Claudia in shock and without stock for four months. They no longer needed to travel as extensively. Instead, they could post videos on social media and reach, and teach, more clients than ever.

It’s undeniable. Claudia’s visionary instinct to embrace social media has enabled Anastasia Beverly Hills to have an extraordinary social media presence.

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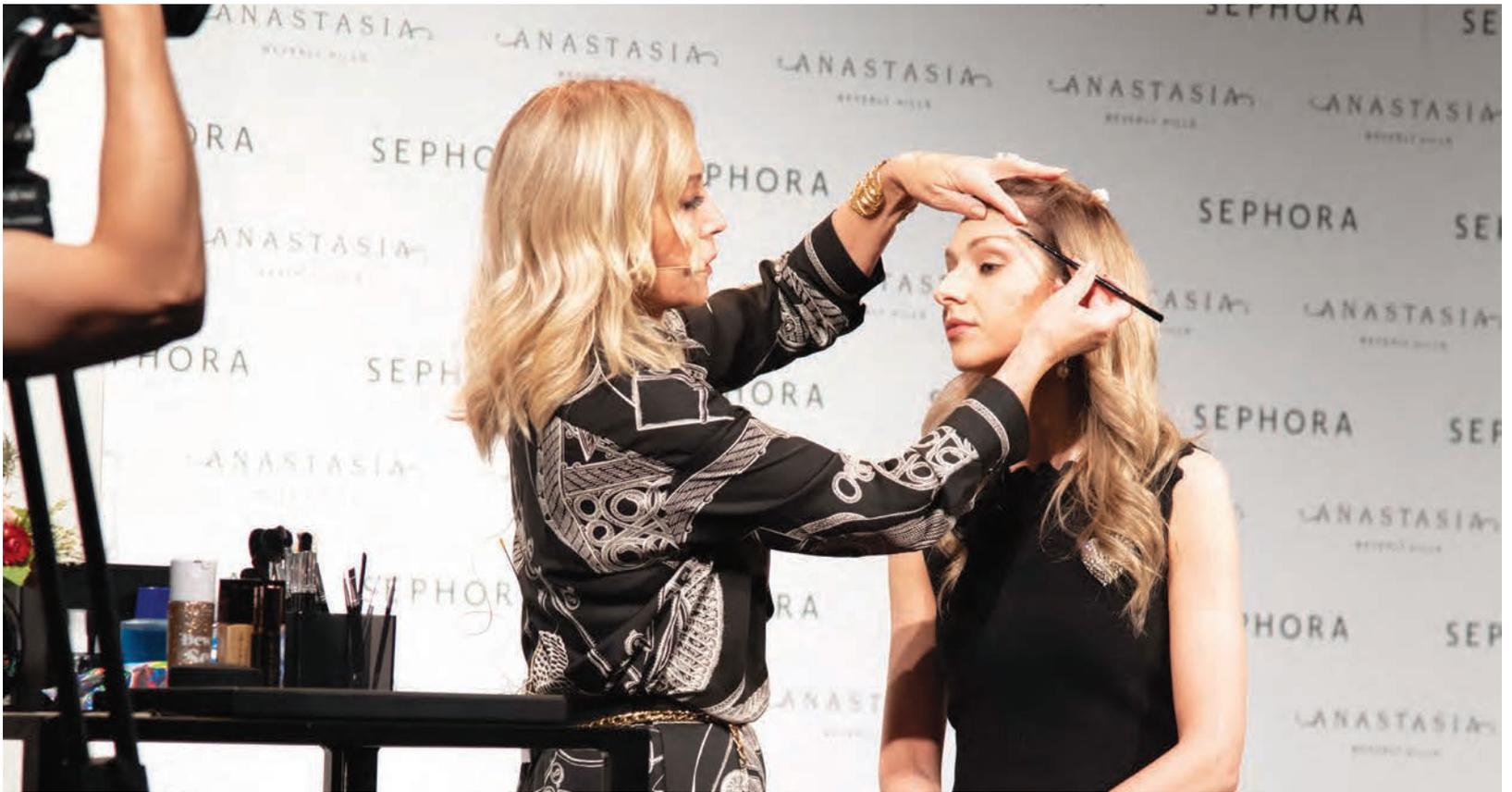
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ANASTASIA DEMONSTRATING HER GOLDEN RATIO TECHNIQUE PHOTO COURTESY ANASTASIA

“I’ve made so many mistakes. People think that if you are successful, you don’t make mistakes. Of course, you do. This is how business is. You need to try, and you make mistakes and you learn, and remember never to do it again.”

By 2015, the Anastasia Beverly Hills Instagram feed was listed as the most followed beauty account by digital think tank L2, which ranked 106 major beauty brands based on their digital reach.

Three years later, in 2018, CNBC published a report that the private equity firm TPG (Texas Pacific Group) had made a strategic investment in Anastasia Beverly Hills, valuing the company at \$3 billion dollars. Anastasia maintained the largest ownership.

Today, there are approximately 80 brow studios inside Nordstrom stores, and the brand is carried in national retailers Sephora, Macy’s, Ulta, Saks Fifth Avenue, Dillard’s, and on the biggest e-commerce outlet, Amazon.

The mother-daughter team continually pushes the brand’s expansion forward, creating and identifying room for improvement in the formulas, such as eyeshadows, liquid lipsticks, and color palettes. Claudia has led the creative team into exciting new areas like the Norvina Collection (Norvina was the name Anastasia had planned to give her daughter, after her paternal grandfather). This latest inspiration is a series that provides makeup for professionals and an exciting entry point into vivid color for all consumers.

“She’s smart, she’s hardworking, she is incredible. And I’m so proud of her,” says Anastasia of her daughter.

When asked about staying in front of the trends within the competitive beauty industry, she says that they strive to innovate while always engaging with their audience.

“Presently, we are working on many different ideas as we want to expand, but the ideas need to make sense. We try many formulas, technologies, and ideas evolve, but for us to go forward, we have to believe in it 100%.”

While Anastasia touts that the brand works for everyone, regardless of age, race or sexual orientation, she also makes it clear that she’s never strayed from her tried-and-true Golden Ratio methodology.

And she admits she’s made mistakes along the way.

“I’ve made so many mistakes. People think that if you are successful, you don’t make mistakes. Of course, you do. This is how business is. You need to try, and you make mistakes and you learn, and remember never to do it again.”

When asked about her biggest achievement, Anastasia points to her daughter. “I think that I was able to give my daughter this drive and the fact that she loves what she does so much, and she has a purpose, in life together with me, is I think my biggest achievement.”

It’s interesting to note that her list doesn’t include founding her company, a homegrown, local business in Beverly Hills, now a global success, or the fact that she’s never taken on a partner.

To financially help her fund the company throughout the years, Anastasia turned to the real estate business, another passion of hers. And she’s done remarkably well, buying, redesigning, and reselling homes in Beverly Hills. She shyly admits “for myself.” Then she clarifies, “I put everything I made back into the business. Because remember, I didn’t have any investors. I was a 100% owner.”

For Anastasia, her ambition and dedication are always paramount. She approaches her goals and works to fulfill her dreams with laser-like focus.

“When I came here, my goal was to be significant. To do something that is going to make me proud and would satisfy the way I am. Because I cannot be mediocre. I need to be the best in what I do. When I see the result, the final result gives me joy.”



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Love Beverly Hills



of his wardrobe is bespoke, made to order for him, and some off-the-rack from Mr. Speck's Playhouse on Robertson Boulevard. Bruno isn't new to fashion; he's actually a veteran of New York and L.A. Fashion Week runways. He's a favorite of fashion designer and international pet couturier Anthony Rubio, who flew him out to San Antonio for a jam-packed, five-day trip, which included fashion shows, television appearances (including two morning show broadcasts), and a charity gala. "Bruno loves the attention, but he's a bit of a diva," explained Bowers, who does all of Bruno's photo and video shoots herself. "He doesn't always cooperate." Back in 2018, Bowers set out to build Bruno's Instagram presence. But it wasn't easy. "I basically Googled how to do it," she said. With consistent, twice daily posts, navigating shifting algorithms, following and engaging with other posters hourly, she gradually amassed an audience. At one point, she was juggling two Bruno accounts, which combined had 20k followers. "It basically became a full-time job," she said. "During the pandemic, I had more time, but now, I've slowed down, and I've gotten busy with other things." Though she still posts regularly, especially on those occasions when Bruno is invited to chill with his paw-squad, a group of fellow pet influencers whose owners throw lavish house parties and provide stunning backdrops for the perfect Insta stories. But at the end of the day, for Bowers it's about sharing the joy she gets from Bruno with the rest of the world—and making sure Bruno enjoys the ride as well.



CLOCKWISE FROM LEFT: COSMO SHOOTING A TARGET AD; FILMING FOR THE CITY OF BEVERLY HILLS; AND IN A COMMERCIAL FOR PROGRESSIVE INSURANCE
PHOTOS COURTESY SOPHIA KRYSZEK

The 200-pound Great Dane is trained to go to an exact mark or move between different marks, when to lift his head, bark, make specific movements or facial expressions all directed by Kryszek a distance (30 or 40 feet) away and often without vocal commands. Add to that the ability to ignore the distractions of dozens of people on set. There are strict rules on set to protect animals, and the American Humane Society is always there to make sure they are followed. Fresh water and doggie craft services must be supplied. The dogs can only work a certain number of hours, which on longer movie shoots means there are typically five or six dogs rotated in to play the one on screen. "It's really easy to teach him something new because he enjoys it so much," said Kryszek. "For me, the main thing is just for the dogs to have fun with it. And the more fun they have, the more they enjoy it, the more we enjoy doing it with them."

The Leading Man

Cosmo is a bonafide movie, television, and modeling veteran. Among the 5-year-old's credits are a national Gucci ad campaign, commercials for Progressive car insurance and for the City of Beverly Hills. He appeared in *Vogue*, in a spread shot by the legendary fashion photographer Steven Klein. In fact, Cosmo has done so many jobs over the years, his owner Sophia Kryszek can't keep track of all of them, and many of the productions who've hired Cosmo don't often share footage of the completed work afterward. But for Kryszek and Cosmo, it's not really about the finished product; it's all about the enjoyment they both get from doing the work itself. They train every day, as they have since he was a puppy, and each new job offers a chance to train something new. Cosmo's training goes beyond the usual sit and stay commands.

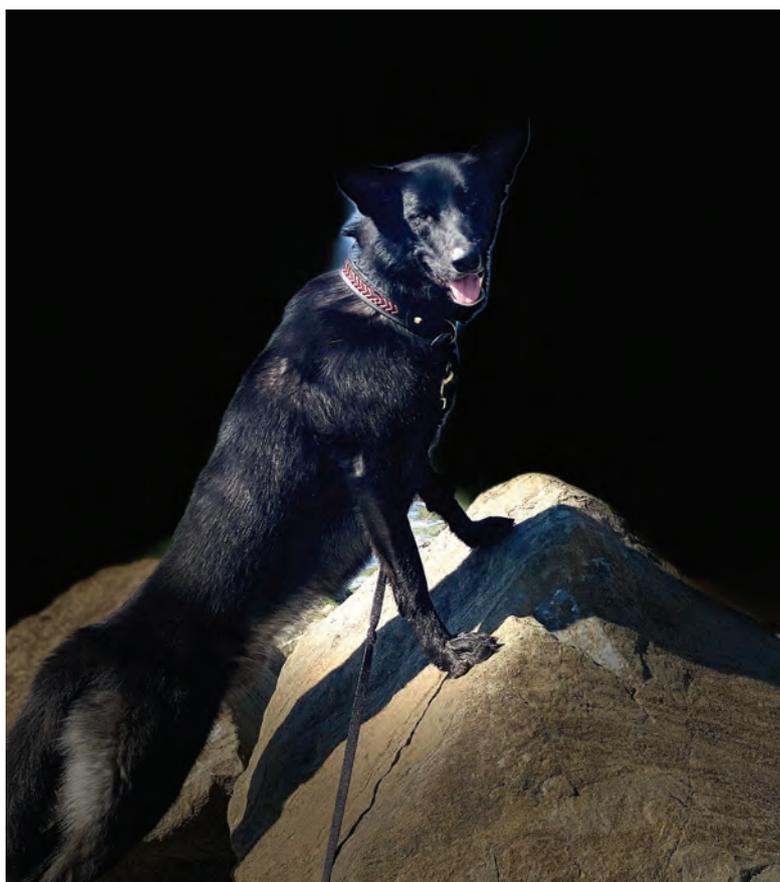




HOLIDAY CHEER THROUGH THE YEARS

Beverly Hills is the ultimate destination to celebrate a bright and joyful Hanukkah. Pamper your family and friends in luxury at some of the best hotels in the world, delight in exceptional food and wine, indulge in world-renowned local shopping and experience festive lighting and décor on Rodeo Drive and throughout the city.

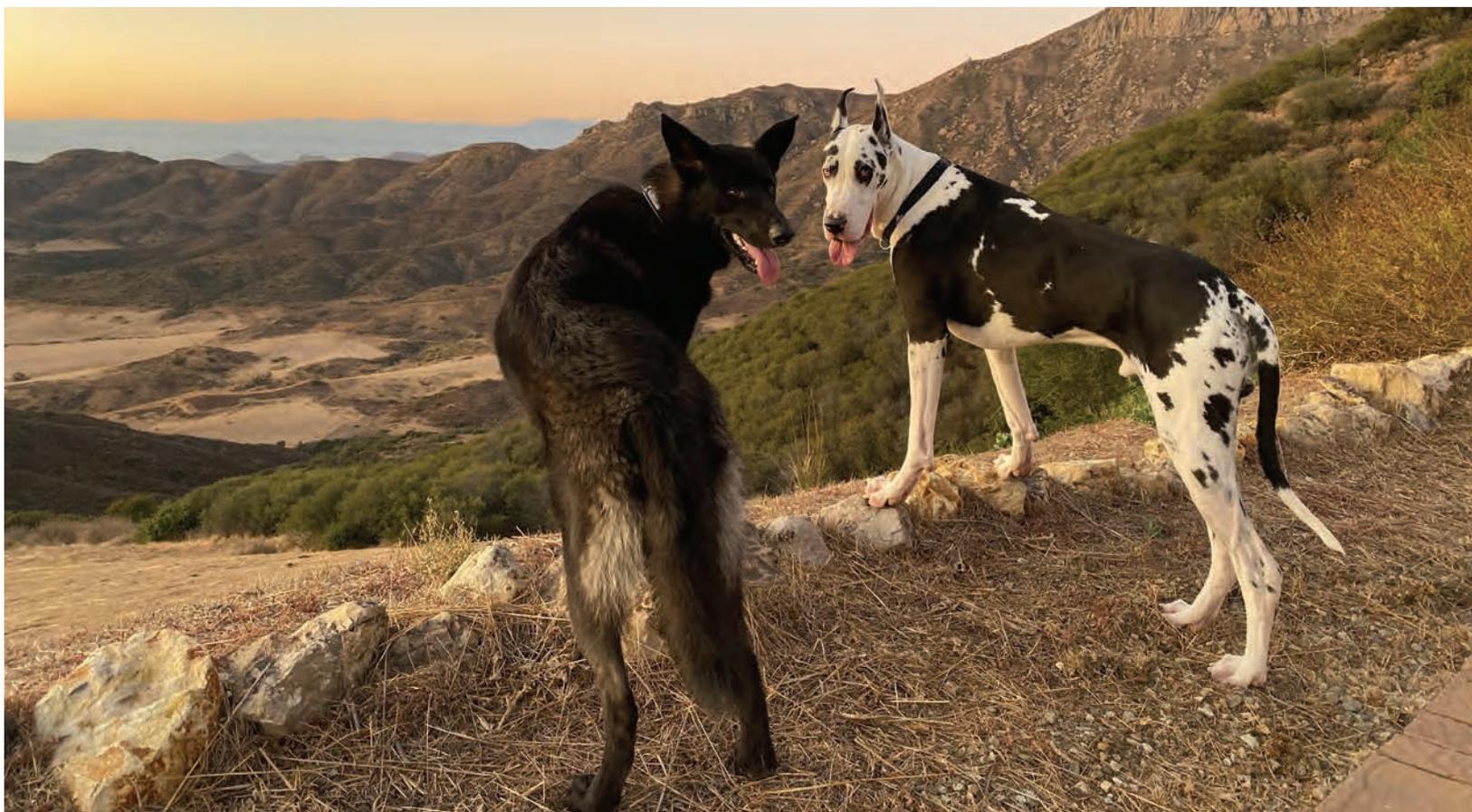




The Character Actor

Nitro, a 3-year-old Alaskan Noble, is a pro on set. Known for his range, he's played everything from a wolf to a guard dog to a pampered pooch. He's appeared in ads for White Tiger Vodka and Nikon cameras and onscreen in the movie "Beowulf," and has done his fair share of red carpet appearances (including the Oscars). His owner Irena Hauser has trained him since he was a pup, and they continue to train daily. "He is so full of energy; we use that in his work, which is why he is so good with jobs that require a lot of movement and more intense physical roles," said Hauser. "I think that's one of the reasons why he's often cast to play a wolf." Hauser works with a few pet talent agencies that work directly with casting directors. The audition process is relatively simple: they'll ask Hauser to send recent photos of Nitro, and if they're looking for any specific behaviors, they'll ask for a video of the dog performing them. After Nitro is cast, Hauser will be given a list of commands he will be expected to perform once the cameras are rolling. And the dog will be expected to repeat these tasks over and over and with as few mistakes as possible. "It's important to remember that the dogs aren't machines. My first and foremost consideration is always Nitro's safety and making sure he's enjoying himself." But practice time is Hauser's favorite way to bond with her beloved pooch. "Dogs like Nitro need to have something to do; they enjoy it," said Hauser. "They get bored if they're not being challenged. He's having the most fun when he's learning and figuring out what's the next thing I want from him."

TOP: NITRO PLAYING A WOLF ON FILM SET
BOTTOM: NITRO (LEFT) AND COSMO ENJOYING DOWNTIME
PHOTOS COURTESY IRENA HAUSER



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Best Holiday Hound

Winnie, a 4-year-old Shih Tzu-poodle mix, loves to dress up in costumes. Last year, adorned simply in a giant red bow, she took home the second-place prize for “Best Holiday Hound” at Beverly Hills Doggy Daze 90210 contest. But Winnie’s mom, Nadina Szew, says that Halloween is her family’s favorite holiday. On Winnie’s Instagram account (@doodettewinnie), you can scroll through snapshots of the pup trick-or-treat-ready, dressed as a UPS carrier and a four-legged prison inmate. “Winnie loves the attention,” said Szew, “she’s quite a natural in front of the lens.” On her feed, Winnie also dons sunglasses and sundresses and poses with Szew in matching outfits. “I just had this overwhelming feeling of love and pride,” said Szew. “It is such a source of happiness, and I believe that we can all take a little bit of that in our daily lives.” Social media has fallen for Winnie, too, and dozens so far have showcased her in featured posts. Are there any product endorsements in Winnie’s future? Perhaps, but for Szew, who works as a volunteer coaching parents and caregivers who are dealing with kids who have eating disorders, Winnie is more of an emotional support dog than an additional income stream. “During the pandemic, our family went through a lot of hardship and Winnie helped all of us through that stressful time.”

TOP: WINNIE, READY FOR HER CLOSE UP
 BOTTOM: ON A JOY RIDE AND TRICK-OR-TREATING
 PHOTOS COURTESY NADINA SZEW



Best Pooch in a Park

When Emma Carden entered her 5-year-old dog Violet in last year’s Doggy Daze 90210 contest, she didn’t know what to expect. Violet isn’t a purebred; she doesn’t have papers or even the level of social media clout that Carden thought many of the other contestants would have. But she knew one thing—that Violet is impossibly adorable and photogenic. “I already had great pictures of Violet, so I needed to decide which category I should enter her under. Going on local hikes is really our thing, and I found the perfect shot of Violet in Franklin Canyon. The lighting was super beautiful, and Violet looked like she was



VIOLET AND HER AWARD-WINNING SHOT (TOP LEFT)
 PHOTOS COURTESY EMMA CARDEN

in her element. I just knew that was the shot and submitted it for ‘Best Pooch in a Park,’” said Carden. Thousands of Beverly Hills residents cast their votes. Carden rallied Violet’s fans on the pup’s Instagram account (@emmalovesyOu). She was thrilled when the results were tallied, and Violet had taken the first-place prize. “I was beyond proud,” she said. These days when she’s not winning contests, Violet spends her time hiking in Coldwater Canyon or strutting down Rodeo Drive with her favorite toy panda in her mouth. “She’s happy just doing normal dog stuff, and for me, I can’t imagine life without her,” Carden said. “Unconditional love, that’s the gift you get when you have a dog, and there’s nothing better than that.”



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Mezcal are popping up to meet the demand. Even celebrities like Katy Perry and Blake Lively are jumping on the booze-free bandwagon with alcohol-free wines.

In February 2021, Boisson, an entire boutique dedicated to high-end non-alcohol (NA) spirits, wines, and brews, opened in Brooklyn, New York. A year later, four more Boisson shops opened across Manhattan. And now the company's West Coast expansion has begun—first, with a storefront in Brentwood this summer, and this month, the Beverly Hills outpost opened with a tightly-curated selection of the best NA brands on the market. Co-owner Nick Bodkins has said that his goal is to provide non-alcoholic shoppers with the same experience as someone walking into an upscale liquor or wine store, including having a knowledgeable

staff on hand to answer any questions. “Most of our customer base is composed of people exploring non-alcoholic options for the first time. Whether they are sober, ‘sober curious’ rethinking their relationship with alcohol or simply moderating,” he said.

“Choosing a location is about neighborhood, walkability, and central location that will allow us to facilitate same-day delivery in a super-efficient way. With these criteria in mind, we chose Brentwood, Beverly Hills and Studio City as our inaugural locations to bring free-spirited sips to Angelenos.”

Local bars have also taken note of the trend. We reached out to popular drinking spots in Beverly Hills to find out what alcohol alternatives they are serving up this holiday season.



THE MAYBOURNE BAR'S "HUNDRED ACRE WOOD" AND "HENDRI-X & TONIC" COCKTAILS
PHOTO COURTESY THE MAYBOURNE BAR

THE MAYBOURNE BAR

225 N. CANON DRIVE

310-860-7800

Discreetly tucked away just off the lobby of The Maybourne Beverly Hills Hotel sits The Maybourne Bar. It's a little jewel box of a space with a show-stopping bar—carved in Art Deco style from a single piece of solid Turkish silver onyx—as its centerpiece. Polished curving nickel fixtures and giant glowing Lalique lamps accent the room. Bartenders outfitted in seersucker suits and penny loafers serve up cocktails inspired by The Five Elements Theory, which simply states that everything in nature is connected by Earth, Water, Fire, Air, and Space. But in addition to the fiery-Mezcal and earthy-gin-based concoctions on the menu, you'll find a selection of artisanal handcrafted spirit-free cocktails. Award-winning mixologist Chris Amirault, who spearheads the drinks program at The Maybourne Bar, says that he's witnessed a spike in requests for zero-proof drinks. “Lots of guests are skewing

in the non-alcoholic direction. But I wouldn't call it a trend because non-alcoholic cocktails are here to stay,” he said. “At The Maybourne, we draw a lot of inspiration from The Aviary [in Chicago], which was arguably the first bar to make their own non-alcoholic ‘spirits,’ and we try to do the same since we have the culinary capabilities to do so.” As a result, the options offered here are more refined and complex. The most popular is the “Hendri-x & Tonic” made with Maybourne Cucumber Zero Gin and East Imperial Tonic, a non-alcoholic spin on the timeless gin and tonic, built on the flavors of Hendrick's gin. The “Hundred Acre Wood” is a mix of Lapsang Souchong tea, honey, lime, pineapple and coconut cream, which tastes like a smokey piña colada. The “Melanie,” comprised of Ghai aperitif, pomelo sherbet and soda water, is a citrusy slightly bitter version of a classic Aperol Spritz.



HOLIDAY CHEER THROUGH THE YEARS

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THE HIDEAWAY

421 N. RODEO DRIVE

310-974-8020

Secreted below Two Rodeo Drive sits the recently opened subterranean hotspot The Hideaway. The uber-hip, swanky, Mexican surf-and-turf restaurant and bar is the brainchild of party planner to the stars Jeffrey Best and nightlife impresario Sylvain Bitton (with Hollywood heavyweight actors Ryan Phillippe and Evan Ross among its investors). An ode to 1970s Baja, inspired by Best's childhood trips to a fishing village in Rosarito, the glowing amber-lit space features a spacious patio, intimate cabanas and a central fireplace. The menu from Chefs Alex Moreno (formerly of Best's Habana in Irvine) and Viet Pham (formerly of Best's Firefly in Irvine) boasts riffs on traditional Mexican dishes like wasabi-guacamole, lobster tempura and barbacoa short ribs. Overseeing the bar and its cocktail program is Julian Cox (formerly of Bestia and Otium). While tequila is somewhat of a no-brainer at an establishment such as this (in fact there's even a button on the dining tables to call for another round), The Hideaway also has a selection of non-alcoholic options on offer. Their most popular zero-proof libation is called the "Post Melón" (a tongue-in-cheek nod to the chart-topping, tattooed-faced crooner Post Malone). It's made of lemongrass, fresh lime, housemade coconut cream, and honeydew. The latest seasonal cocktail is called "So Fresca, So Clean" (another pop culture reference, this one a play on the hit song by Outkast) made with hibiscus, lime, pineapple juice and dragon fruit. And for those recovering from an evening of overindulgence, Cox says you can't go wrong with a classic Virgin Bloody Mary. "People and particularly Gen Z are looking for healthier options for beverages in general," he said. "I've definitely seen an uptick in requests. The non-alcoholic or spirit-free section of the menu is now quite common, particularly in higher-end restaurants and bars on the West Coast."



THE HIDEAWAY'S "SO FRESCA, SO CLEAN" SEASONAL MOCKTAIL
PHOTO COURTESY THE HIDEAWAY



CUT LOUNGE'S ZERO-PROOF COCKTAIL, "DOUBLE HAPPINESS"
PHOTO COURTESY THE CUT LOUNGE

CUT LOUNGE AT BEVERLY WILSHIRE, A FOUR SEASONS HOTEL

9500 WILSHIRE BOULEVARD

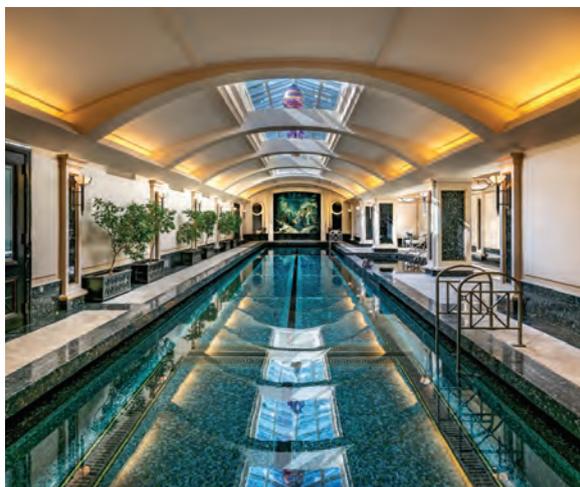
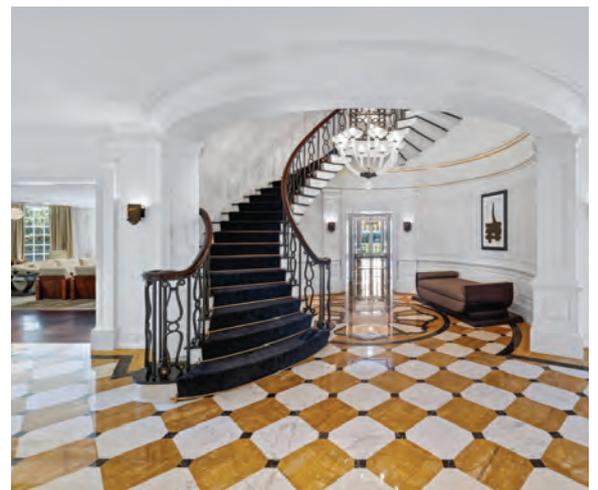
310-275-5200

The CUT Lounge (sister to Wolfgang Puck's adjacent Michelin-starred steakhouse CUT) has been a favorite watering hole for post-work crowds ever since it first opened in 2016. The Richard Meier-designed space, with its monochromatic décor and dim lighting, provides a serene backdrop for those looking to unwind after a stressful day at the office. Bookending the large glass and steel doors at the entrance are two windows showcasing high-end bottles of spirits with the reverence of fine jewelry in the shops along Rodeo Drive. And inside on lighted shelves behind the bar, the full selection of liquors are on display with the same level of veneration. But after all of the worry and stress during the uncertainty of the COVID-19 days, some patrons are looking for something other than the standard shaken or stirred options. "I think the past few years have made people rethink their drinking habits. And mocktails are a refreshing and fun alternative that allow you to savor various flavor profiles," offered General Manager Charles Hueston. "The 'Double Happiness' is our most requested mocktail. Not only do people love the name, but it also naturally brings happiness with the combination of pineapple juice, passionfruit, orgeat (a sweet syrup made from almonds, sugar, and rose or orange flower water) and lime," he shared. Other options include an "Apple Ginger Spritz" made with fresh apple cider, lemon, sweet honey and ginger syrup and an earthy "Rosemary Limeade" with fresh sprigs of the woody herb.

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SIGNATURE “BOOZELESS BEVYS” AT THEBLVD LOUNGE
PHOTO COURTESY THEBLVD LOUNGE

THEBLVD LOUNGE AT BEVERLY WILSHIRE, A FOUR SEASONS HOTEL

9500 WILSHIRE BOULEVARD
310-275-5200

You might expect martinis and single malts to be the preferred drinks of choice at THEBLVD Lounge with its vaulted ceilings, wood and leather paneling and Old World-meets-Minimalist vibe. And you wouldn't necessarily be wrong. But according to General Manager Sanju Beri, requests for non-alcoholic options are becoming more frequent. They've become so common, in fact, that the selection of zero-proof options have been given a playful moniker. Here they aren't mocktails, they're “Boozeless Bevys.” “We are seeing a lot of millennials and women choosing our ‘Boozeless Bevys’ over cocktails. I think more people are doing cleanses, choosing a vegan diet or just looking to lead an overall healthier lifestyle,” he explained. “Opting for a mocktail over a cocktail has many health benefits, including hydration, fewer calories and more nutrients.” To meet the rising demand, the lounge has added four mocktails to the drink menu. The “Pear Nojito” is a refreshing and fruity option made of fresh lime and pear juice; the “Winter Passion” is a mix of passion fruit puree, agave syrup, aquafaba (a liquid derived from chickpeas that creates a foamy froth) and ginger ale with hints of spice. The “Garden Nojito,” Beri explained, not only aids in digestion (thanks to fresh mint) but is also a great hangover remedy as well. “The cucumber contains vitamin B and electrolytes to help replenish essential nutrients back into the body. And the fizziness from the ginger ale is a great way to help settle queasy stomachs,” he said. But by far the most requested right now is the “Grapefruit Spritzer,” a bubbly and tangy blend of citrusy grapefruit with a hint of sweetness from agave and effervescence from a splash of soda water.

THE BAR ROOM

424 N. CANON DRIVE

310-274-6534

Lively and convivial, Porta Via's The Bar Room has been a go-to neighborhood spot for those looking to drink fine wines in a more casual yet sophisticated environment. According to owner Peter Garland, during COVID-19, crowds opted for “the hard stuff.” Now, as most have returned to the workplace, he's witnessed a shift back to lunches with iced teas over tequila. “A year or so ago, we didn't have any mocktails on our menu, but now we've added a few because people want a refreshing alternative,” he said. “Most of these requests actually come from drinkers who just want an alternative. It's kind of like the Impossible Burger explosion. We have an Impossible Burger and an Impossible Bolognese on our menu, and they are among our best-selling dishes. It's not like there are so many vegans all of a sudden. Most of the people who order these dishes are in fact meat eaters who still want the taste but now have a healthier option.” Among the new mocktails currently on offer is a “Santa Monica Mojito” made with muddled strawberries and raspberries, mint leaves, lime juice, club soda and a mint leaf garnish; a “Malibu Spritz” with fresh squeezed grapefruit, lemon, lime, orange juices, club soda and a grapefruit twist; and the “Santa Cruz Martini,” a blend of fresh watermelon juice, lemon juice, simple syrup, sparkling water and a basil leaf garnish.



THE BAR ROOM'S (FROM LEFT): “SANTA MONICA MOJITO,” “MALIBU SPRITZ” AND “SANTA CRUZ MARTINI”
PHOTO COURTESY THE BAR ROOM



UMBRELLA SOCIAL CLUB'S "PORTLAND PICK ME UP"
PHOTO COURTESY UMBRELLA SOCIAL CLUB

UMBRELLA SOCIAL CLUB AT SIXTY BEVERLY HILLS

9360 WILSHIRE BOULEVARD
310-388-6860

Perched on the rooftop terrace of the SIXTY Hotel, the Umbrella Social Club offers spectacular views of the city. On cool nights, you can grab a drink and cozy up beside the flickering flames of a fireplace or kick it in a hanging wicker chair. Here, natural and biodynamic, low-sulfite, and even orange wines are very popular. "In general, people are more aware of what they are drinking," said Manager Austin Melrose. The Gen Z set in particular seems to be more focused on non-alcoholic options. "Pre-COVID, it was all about pounding Four Lokos, but leave it to a global pandemic to make the younger generation think about what they put in their bodies." And non-alcoholic drinks are an extension. "What I'm seeing is that most people are willing to try zero-proof cocktails especially when there's a functional aspect to the drink. They actually have health benefits—to lighten your mood or aid in digestion. And sometimes you just want to keep hanging out at the bar with your friends, enjoying the social aspect of being in a bar, but you don't necessarily want to keep slamming tequila shots. Having an alternative, something delicious that's helping your body or your mood, is very appealing." Right now, guests can enjoy a non-alcoholic buzz with Umbrella's "Portland Pick Me Up" cocktail, a mix of Pathfinder Amaro, Lyre's White Cane Spirit, blueberry-cinnamon-thyme syrup, and a shot of espresso.

OCEAN PRIME LOUNGE

9595 WILSHIRE BOULEVARD
310-859-4818

The real draw at this 1,400-square-foot space with its large terrace dotted with umbrellas is the food—the smoking seafood towers and sizzling prime cuts of steak. But the restaurant's Lounge is a happening draw in its own right. And while whiskey and tequila are still among the top-ordered drinks, Manager Robert Elliott has observed an increase in requests for non-alcoholic drinks coming from the dining room. The most requested is a Virgin Mojito. "I know that a lot of our competitors in the Beverly Hills area are embracing the zero-alcohol trend and actually have full menus devoted to them," Elliott said. "I've contemplated developing a few mocktail options for our program, but haven't pursued any of them yet." For now, servers offer Virgin Marys, Virgin Piña Coladas, and a non-alcoholic version of the popular "Berries and Bubbles" cocktail, made with red cranberry and white cranberry juices, sour mix, and Sprite, served with dry ice, and fresh berries.



OCEAN PRIME LOUNGE'S SIGNATURE "BERRIES AND BUBBLES"
COCKTAIL, WHICH CAN BE MADE WITH, OR WITHOUT, ALCOHOL
PHOTO COURTESY OCEAN PRIME LOUNGE



SOUND BATH HEALING WITH SHEHERA MOCELLIN
PHOTO COURTESY SHEHERA MOCELLIN

MINDFULNESS CONTINUED FROM PAGE 24

Dhammananda Bhikkhuni, Thailand’s first fully ordained Theravada Buddhist nun, followed by a discussion on practices for compassion.

Every third Monday of the month, the Benedict Canyon Retreat House holds a group sound bath (also referred to as “sound therapy”) meditation. Sound baths are another popular way to practice mindfulness. The name alone “sound bath” conjures images of a “Calgon, take me away” experience. But, in lieu of foamy bubbles and steamy water, it’s sound waves that envelop you. The sound waves are produced by various sources, including healing instruments such as gongs, singing bowls, percussion, chimes, rattles, tuning forks, and even the human voice itself.

Shehera Mocellin, a certified Kundalini yoga instructor with an ABD in psychology, has been trained in energy and sound healing as well as meditation and breathwork. For the past seven years, she’s offered classes and group workshops focusing on these areas of her training at her Anahata Holistic Healing center on Camden Drive. During COVID-19, she was forced to offer her services via Zoom (and she still offers these online), but now she holds regular group workshops at her studio on Robertson Boulevard and by appointment only for private instruction. Mocellin also makes house calls. She has a large number of celebrity clientele and Beverly Hills regulars, who book her for one-on-one sessions. Sound healing is one of her favorite modalities.

“They say sound is the medicine of the future,” said Mocellin. “And it is. But it’s also really the medicine of the past. For centuries, indigenous people have used sound as an important tool for healing. All things in the universe vibrate at certain frequencies. The human body is no different.” During a sound bath, people are encouraged to lie down, get comfortable and feel the vibrations coming from instruments, focusing their mind and attention to the areas of the body that are responding to the music. Mocellin explained that the frequency of the notes played

corresponds to different areas of the body. “I always like to say, ‘bliss, abundance, happiness, prosperity, reside on a higher frequency.’ And so, with sound, we’re able to retune ourselves and bring ourselves to a higher frequency, which then puts us in touch with these higher emotions.” From a scientific standpoint, she further explained, the frequencies of sounds have been proven to correspond to (and have an effect on) certain parts of the body—the endocrine system, thymus, pineal and pituitary glands, the liver, heart, and the brain. The sound waves work by resetting these back to their natural frequencies.

Breathwork is another pathway to mindfulness that’s become increasingly popular; a slew of apps offer lessons right from your phone, and independent studios devoted solely to this practice are popping up all the time. During breathwork classes, you again lie down, close your eyes, and you are instructed to breathe in, slowly, through your nose, to a timed inhale count, then you hold your breath for a timed number of seconds, then very slowly control your exhale, through your mouth, to a timed number of seconds.

If you’ve ever done yoga, then you’re familiar with the importance of proper breathing. And if you’ve ever had to walk yourself back from a full-blown panic attack, or suffered from intense anxiety, then you know how crucial it is to slow your breathing which, in turn, slows your heart rate. “What regulated breathing does is balance your autonomic nervous system,” explained Mocellin. “Your autonomic nervous system is made up of the sympathetic and the parasympathetic systems. Most of us are running on the sympathetic, which is your gas pedal, and we were kind of conditioned to be in that ‘Go! Go! Go!’ state. The parasympathetic nervous system is really where deep regenerative healing occurs. And, we forget that we’re supposed to create balance between these two systems. When we’re constantly in a state of ‘fight or flight,’ it puts a lot of strain on our physical body. There’s actually about 12,000 chemicals

that are released when we are in that flight kind of state that creates havoc in our physical system.”

It’s an interesting concept that by controlling a normally mindless activity like breathing, and instead mindfully inhaling and exhaling, we can help ourselves, not only with biophysical reactions but also with our mental states. “Breath is the life force within us and most of us breathe super-duper shallow,” offered Mocellin. “We’re supposed to breathe four times per minute, but most of us are breathing anywhere from 20 to 30 times per minute, really fast, shallow breaths. When you are consciously breathing, and slowing down your breath, or bringing attention to your breath, you have the opportunity of being able to release memories and the wounds and the traumas from within your body. So, it helps to really go deep into the subconscious mind and the thoughts and the habits and beliefs that don’t serve us and just kind of create a portal of relief through the exhale.”

But mindfulness isn’t just the provenance of what some might shoehorn into the New Age label anymore. And in truth, mindfulness has been around for decades in scientific circles, especially with regards to the field of psychology.

The introduction of mindfulness in Western culture can be traced back to Jon Kabat-Zinn, a professor emeritus at the University of Massachusetts Chan Medical School. Kabat-Zin had studied mindfulness under the tutelage of a series of Buddhist teachers. In the late ‘70s, he developed a program called “Mindfulness-Based Stress Reduction” (MBSR) to treat chronic pain. He found the more his patients attempted to avoid physical pain, the more they became distressed. But when he introduced them to mindfulness techniques, the therapy was more effective. It was from MBSR that many of the widely regarded and prevalent therapies used today like Cognitive Behavior Therapy (CBT), and Dialectical Behavior Therapy (DBT) were created or established.

For Beverly Hills-based licensed marriage counselor and family therapist (and certified meditation teacher), Elizabeth Winkler, mindfulness is a cornerstone of her practice. “My philosophy has evolved as I have evolved as a therapist,” she stated. “Incorporating meditation and mindfulness has helped accelerate my clients’ personal growth and expansion. I have great faith and understanding in a variety



A MEDITATION WORKSHOP AT BENEDICT CANYON RETREAT HOUSE
PHOTO COURTESY INSIGHTLA



ROMEO & JULIET reimagined through
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“When you focus on the future, it’s just worry. When you focus on the past, it’s often pain. Mindfulness is about the here and now.”



INSIGHTLA'S BENEDICT CANYON RETREAT HOUSE
PHOTO COURTESY INSIGHTLA

of therapeutic models such as narrative, depth-oriented, existential, and cognitive behavioral therapy. My model for treatment of each client depends, of course, on that particular person’s needs and goals. To the best of my ability, I meet my clients in their inner world and help unravel old beliefs, structures, and systems that usually do not serve them any longer.”

Winkler is trained in Unified Mindfulness, a system created by Shinzen Young, a Japanese-born, American meditation teacher, trained in the Vipassana tradition (as well as Zen Buddhism and Native American traditions). In Hindu, Vipassana means “to see things as they really are,” and one of the tenets of this tradition is to acknowledge and feel your emotions and thoughts without judging them. It is one of India’s most ancient techniques of meditation, taught more than 2,500 years ago and is believed to aid with a variety of ailments like stress and anxiety. It has even been shown to help those battling substance abuse.

Young’s use of mathematics to illustrate his abstract meditation concepts has drawn academics, like neuroscientists at Harvard Medical School, University of Massachusetts Medical School, Yale, Carnegie Mellon, and the University of Vermont to collaborate with him on research studies to bridge scientific paradigms and the benefits of meditation.

In addition to Winkler’s mindfulness-based counseling for clients, she spreads her message of the benefits of mindfulness freely with her

guided meditation videos, set against a soothing backdrop of crashing waves on a seashore, on YouTube. Also, she offers nearly a dozen mindfulness downloads on her website. These downloadable PDFs and audio clips, with titles like “Connecting to Your Inner Calm” and “Accept and Reset,” cover a range of topics and include mindful meditations.

Mocellin sums up the ultimate goals of mindfulness, “When you focus on the future, it’s just worry. When you focus on the past, it’s often pain. Mindfulness is about the here and now. And it’s available to us in every moment. You can be mindful of simple practices, such as your breath, such as walking, such as sipping, or such as eating, and so all of life becomes a meditative journey through mindfulness.”

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LEFT: A PAINTING BY AMOAKO BOAFO IN LEWIS' KITCHEN; RIGHT: THELMA GOLDEN (DIRECTOR AND CHIEF CURATOR OF THE STUDIO MUSEUM IN HARLEM), LEWIS, AND ARTIST LORNA SIMPSON AT UTA ARTIST SPACE
LEFT PHOTO BY JEFF MCLANE; RIGHT PHOTO COURTESY ARTHUR LEWIS

we translated its colors into an argyle polo for men. Obviously, it was not a Damien Hirst polo, but it showed how these worlds just naturally intersected, even in bringing products to life. The whole process was just something I always loved, and it never went away.”

During his retail career, Lewis had become close to the co-founder of the Gap (Banana Republic’s parent company), billionaire Donald Fisher and his family. “They were incredible to work for, and I don’t think many people in the world know, but they have their own museum, and it’s absolutely extraordinary,” he shared. Lewis said it was Fisher’s collection that first sparked his desire to become a collector himself. It wouldn’t take long for his obsession to catch fire.

By the time he arrived on the West Coast, years later, Lewis had already amassed his own modest collection. “I moved into a little apartment in Beverly Hills. I was the youngest person in the building, and I made way too much noise,” Lewis laughed. “I had no furniture, but I had amazing art on the walls.” Lewis’ obsession with Damien Hirst remained, and he purchased his work, as well as paintings by Paul McCarthy. “Because of my New Orleans’ roots, I had a print of William H. Johnson from way back in the day of street musicians,” he said. “And like every other person in America, who is African American, I had a framed poster of [Eddie Barnes’] ‘The Sugar Shack’ hanging somewhere. I held on to it forever.”

It wasn’t until Lewis attended an art auction at the William H. Johnson Foundation here in Los Angeles that he realized he had officially become a bonafide collector. He found himself, almost compulsively, placing bid after bid. “My hand did not come down for anything. I was literally out of control,” Lewis said. “One of my neighbors, who’s a dear friend, literally yelled to me across the auction, ‘You can’t buy everything!’ And I think that’s the moment that I actually knew I’d crossed the Rubicon. And I don’t think I’ve stopped.”

Being a collector is one thing—a patron of the arts, however, is something altogether different. Lewis is both. Beyond the transactional aspect of collecting—buying the works of artists and providing financial support through that avenue, a patron is largely considered to be someone who’s made a lifelong commitment, on many levels, to champion the arts. Quite often that includes becoming an ardent advocate for art institutions. No one can deny Lewis’ efforts on that front. He serves on the board at Otis College of Art and Design, amfAR, Prospect New Orleans and USC Roski School of Art and Design. He is

a member of the National Advisory Committee for the New Orleans African American Museum and is a Global Council member for the Studio Museum in Harlem.

For Lewis, being a patron goes further than fundraising and acquisitions. “I think being a patron means you are fully committed to the community of artists themselves, to act as a sounding board for them whether things are going really great or not,” he said.

“It’s one of those communities that you slowly get invited into. And then once you’re there, it feels like such goodwill that you can’t step away from it. So, to this day, there’s not a young artist who reaches out to me who doesn’t get to have a conversation with me, because I recognize how important that conversation will be. And most times I leave really inspired, having learned something completely new that I didn’t know before. I think art affords you an opportunity to discover more about humanity because artists tell so many different stories about their existence and what life means to them, and what their families meant to them, or how they view and see the world. I think being part of that journey and making sure that those stories are told, and supported, are the things that define patronage.”

In 2019, Lewis attended a dinner for the Hammer Museum. Across the table sat Jeremy Zimmer, CEO of UTA. They struck up a lively conversation, which largely centered around the arts. Zimmer had heard Lewis was an art collector and excitedly shared with him all of the upcoming projects UTA had in the works on the fine arts front. By the end of the meal, Lewis was hired for a job he didn’t even know he had been interviewing for. At least, he thought he had been hired. “I remember going home, and thinking to myself, ‘I think I just accepted a job, but I’m not really sure,’” Lewis recalled. “It’s hard to say no to him. That’s all I’m gonna say.” Shortly after that fateful dinner, they met up again, and Lewis presented a well-thought-out plan for the gallery space. Zimmer was more than receptive. “He listened and then just said something like, ‘Great. Go! Run for it!’” said Lewis.

Of course, signing on and launching an arts program at a new gallery space in the middle of a global pandemic was no easy task, but “run” Lewis did, or tried to. He battled COVID-19-related delays and the inherent complications of opening shows under shifting CDC guidelines. “Believe it or not, this is our first full year, with shows every month, which was always our vision,” he said.

This past June, Lewis arranged a gallery show for up-and-coming

abstract artist, Nicholas Kontaxis at UTA Artist Space. Severely disabled and unable to communicate except through his art, Kontaxis' story and vibrant oversized paintings moved Lewis. "I knew that show was going to be good. I knew there was something really special there," said Lewis. "Then more than anything else, it was watching people's reaction when they walked in the gallery and took that work in and saw how amazing this young man is. I don't know that it gets better than that for me." Kontaxis' show sold out within hours on opening night.

"All of this year has been filled with so much great discovery and sharing of new ideas and new thoughts from artists," said Lewis. "And because our programming is so incredibly diverse and so dimensional, I feel like it's just cracked open this window into people not wanting to just come and see art, but to engage with it and to engage with their community in a very different way."

Diversity is something that Lewis has decidedly leaned into. "I want to make sure that women, people of color, and artists who are not necessarily seen in broad markets, and those who might feel marginalized in some way, are seen again," he said. In September, the gallery showcased the works of Chloe Chiasson, a young queer artist from a small conservative Texas town. Her larger-than-life paintings combined with three-dimensional sculptural elements jumped off the gallery's walls.

This month, the works of Chicago-based Afro-Cuban American artist Harmonia Rosales are on display. The series of paintings depict African deities (who had been worshipped for centuries, but the world has never seen) with the same reverence and iconography of the Christian gods and saints in the Renaissance paintings of the great masters. "When I first saw her paintings online, my mouth fell open. She paints like she's from the 14th century. They're insanely beautiful oil paintings," Lewis said. "I went to do a studio visit with her, and after about 10 minutes, I was sitting there thinking, 'what does she need *me* for because the paintings were so extraordinary?' After I left her place, I had to pull over to the side of the road to process what I had seen. They are not from this world."

From Rosales' point of view, this first meeting with Lewis was a little intimidating. She had already read so much about him. "I greeted him at the door, and he was this tall, well-dressed man with an inherent dominant quality only emphasized by his deep, hearty laugh that completely stops you in your tracks, so it is safe to say the intimidation was not lulled," she shared. Well, not right away perhaps, but any nervousness she felt quickly dissolved as she sat down with Lewis and described her work and her vision for her next show. His receptiveness disarmed her. "He listened. I mean he really listened, and he loved it," she said. Rosales knew the concept for her show, entitled "Garden of Eden," would be an enormously ambitious undertaking. It reimagines the airy UTA Artist Space gallery as Michelangelo's Sistine Chapel, with a 25-foot-long upturned slave ship suspended from the ceiling. Within this ship, there are several paintings that tell the story of the African gods—from the creation of land, the birth of Eve, and Eve's life through the Atlantic slave trade. "It wouldn't have come to fruition until Arthur lent his resources. And he was glad to satisfy those ambitions," said Rosales. "He is a true nurturer to artists and always leads with love and respect for their art."

Wrapping up the year's programming at the gallery is an exhibit by Justin Roiland, co-creator of the hit animated TV series, "Rick and Morty." It's the first time Roiland has ever shared his artwork with the public, and Lewis was uncharacteristically tight-lipped about the works, saying simply, "They're kind of baller, and I think people are going to be very excited." He wants to keep the details under wraps until the show opens. He did share that Roiland is an abstract painter and sculptor who's "taken his familiar television characters and placed them in an alternate universe."

The lineup of shows and the breadth of the artists exhibited at UTA Artist Space illustrate the commitment Lewis has made to seeking out



TOP: LITERARY MUSE OPENING RECEPTION (A GROUP EXHIBITION INSPIRED BY BLACK LITERARY NOVELISTS, POETS, AND SCHOLARS) HELD AT THE UTA ARTIST SPACE
 BOTTOM: A PAINTING BY JERRELL GIBBS ABOVE LEWIS' BED
 TOP PHOTO COURTESY UTA ARTIST SPACE; BOTTOM PHOTO BY JEFF MCLANE

new voices with unique perspectives. "There's so much more in the art world than just one story," he explained. "I think we get to see lots of different stories now. And that is what's really exciting," Lewis said.

There's a major development on the horizon that Lewis is also excited about—an expansion. A second UTA Artist Space gallery is set to open in Atlanta next year. They did a test run with a pop-up last month to see if they could engage with the community. On opening night, the valets had parked 275 cars. NBA players, rappers, filmmakers, and local patrons poured into the space. The show sold out in less than an hour. "Well, they were definitely engaged," Lewis laughed. "We saw it as an opportunity to be part of a community that is absolutely influencing culture around the world," said Lewis. "It was a pretty easy decision."

UTA is one of the few talent agencies with a fine arts division, and the only one with a dedicated gallery space. Zuzanna Ciolek, director of UTA Artist Space, has worked alongside Lewis for the past three years. "He's been a wonderful mentor and very collaborative," she said. "He really allows everyone to spread their wings. And, he's just a great human being." Under the guidance and direction of Lewis, a rare hybrid—part art collector, part art historian, part businessman—uniquely able to bridge the two disparate worlds of art and commerce, UTA Artist Space has solidified its place as a major player in the art world. As a patron, Lewis has helped to change the lives of the artists and the art communities he's worked with. "And I couldn't ever imagine anything more fulfilling than that," he said.

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3. The 18-carat gold and malachite "Perlée Couleurs" ring by **Van Cleef & Arpels** might look dainty in its simplicity, but with its mesmerizing green striations and pearled setting, it's as audacious as a cocktail ring. \$2,550 at **Van Cleef & Arpels**, 300 N. Rodeo Drive, 310-276-1161 and vancleefarpels.com
4. A velvet dinner jacket should be a staple in any fashionable gent's party attire arsenal. This elegant, emerald version by **Tom Ford** will work for any fête no matter the dress code. \$4,590 at **Tom Ford**, 346 N. Rodeo Drive, 310-270-9440 and tomford.com
5. These jewel-like malachite boxes from **RH** provide an elegant storage solution for miscellaneous items. \$1,795 each at **RH West Hollywood**, 8564 Melrose Ave., 310-652-0323 and rh.com
6. Slinking around your wrist, the stunning "Panthère de Cartier" bracelet by **Cartier** features an elegant onyx, two emeralds and 225 brilliant cut diamonds totaling 2.55 carats, all set in 18-carat yellow gold. \$56,500 at **Cartier**, 411 N. Rodeo Drive, 310-275-4272 and cartier.com



Winter Wonderland



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2.



5.



3.



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6.

1. A pair of blue and gold metallic jacquard trousers from **Etro** bring a little festive flare, just add a simple black top and heels. If you're feeling extra bold, there's a matching fitted jacket with satin lapels. \$1,295 at **Etro**, 9501 Wilshire Blvd., 310-248-2855 and etro.com

2. Toast to the New Year with these sapphire-tinted glass **LSA** champagne flutes. They are sold in sets of two at **Saks Fifth Avenue**, perfect for a thoughtful hostess gift. \$125 at **Saks Fifth Avenue**, 9600 Wilshire Blvd., 310-275-4211 and saksfifthavenue.com

3. Inspired by a favorite childhood toy of world-renowned jeweler **Harry Winston**, "The Ultimate Kaleidoscope" functions as a working miniature kaleidoscope, a timepiece, and a pendant. A mix of whimsy and masterful craftsmanship, the exquisite trinket boasts a dizzying array of precious stones—yellow, pink and blue sapphires, tourmalines, topaz and diamonds. Price upon request at **Harry Winston**, 310 N. Rodeo Drive, 310-271-8554 and harrywinston.com

4. There's something regal looking about these mustard-colored velvet **Saint Laurent** pumps. You could imagine them peeking out from beneath the voluminous gowns of Marie Antoinette.

Slip them on, and you might feel like a queen. \$845 at **Saint Laurent**, 326 N. Rodeo Drive, 310-271-5051 and ysl.com

5. While technically part of the **Dior** Ski capsule collection, this yellow and ivory wool jacquard sweater is just as at home on the streets as it is on the slopes. \$1,350 at **Dior Men**, 319 N. Rodeo Drive, 310-247-8003 and dior.com

6. Travel in style with this luxurious rolling suitcase by **Goyard**. It's carry-on size—not that you'd even think of checking this beautiful piece of luggage. Price upon request at **Goyard**, 405 N. Rodeo Drive, 310-237-5745 and goyard.com

Comfy and Cozy

1.



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1. Still obsessed with the pumpkin spice craze? Nest's pumpkin chai candle (available at Nordstrom) will fill your home with the sweet aroma of spicy masala chai, cardamom, ginger and cinnamon. \$78 at Nordstrom, 10250 Santa Monica Blvd., 424-207-1177 and nordstrom.com
2. These suede Chukka boots from Brunello Cucinelli are destined to become your everyday go-to shoe. \$1,095 at Brunello Cucinelli, 220 N. Rodeo Drive, 310-724-8118 and shop.brunellocucinelli.com
3. Keep your furry family member warm with this reversible Pendleton dog coat from Nordstrom. One side features a Southwestern print, and the other, a quilted faux suede. \$69 at Nordstrom, 10250 Santa Monica Blvd., 424-207-1177 and nordstrom.com
4. The fan-shaped motif of these earrings by Bulgari was inspired by the mosaics of the Roman Baths of Caracalla. They're made of 18-carat rose gold, carnelian and round brilliant cut diamonds. \$3,150 at Bulgari, 401 N. Rodeo Drive, 310-858-9216 and bulgari.com

5. Here in Southern California, you might not need to wear these buttery mid-length gloves from Bottega Veneta very often, but when the temperature dips or when packing for a trip abroad, you'll be happy you have them. \$1,100 at Bottega Veneta, 320 N. Rodeo Drive, 310-858-6533 and bottegaveneta.com
6. Made of vicuña, the finest and rarest natural fiber in the world, the Arvel coat, with a removable knit collar, from Loro Piana lends a luxurious polished look and plenty of warmth. \$34,800 at Loro Piana, 313 N. Rodeo Drive, 310-860-0765 and us.loropiana.com

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