

BH
RODEO DRIVE

F E S T I V A L

of

WATCHES
+ JEWELRY

FOR IMMEDIATE RELEASE

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**RODEO DRIVE FESTIVAL OF WATCHES & JEWELRY
CELEBRATES STYLE, CRAFTSMANSHIP
OF LUXURY TIMEPIECES AND JEWELRY SEPTEMBER 14 – 21, 2014**

Grammy Award-Winner Chris Botti to Kick-Off Celebration with Private Concert

*Open House Event on September 18th to Feature Extended Hours,
Limited Edition Collections, Special Guests and More*

BEVERLY HILLS, Calif. – The Rodeo Drive Festival of Watches & Jewelry will celebrate one of the largest collections of luxury timepieces and exceptional jewelry on the West Coast September 14-21, 2014. The weeklong event will honor the world-class design and spectacular artistry of the chic collections featured along the street and Beverly Hills.

The festivities will kick-off on September 14th when *Genlux Magazine* will present Grammy Award-Winner Chris Botti in a private concert. As the world's largest selling jazz instrumentalist, trumpeter Chris Botti will bring his uniquely expressive sound and soaring musical imagination to Rodeo Drive as part of the Rodeo Drive Festival of Watches & Jewelry celebration. Botti has performed and recorded with Sting, Yo-Yo Ma, Paul Simon, Barbra Streisand, Andrea Bocelli, Joni Mitchell, Vince Gill, Herbie Hancock, Mark Knopfler, Steven Tyler, Gladys Knight and John Mayer.

Later that week, a special Rodeo Drive Festival of Watches & Jewelry open house will take place on the evening of September 18, 2014 from 6:00 pm – 8:00 pm all along the renowned street. Special boutique events will take place during the celebration and will include the launch of new collections, as well as private events for guests.

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Rodeo Drive Festival of Watches & Jewelry

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“Building on the success of last year’s inaugural event, we decided to expand this year’s celebration to include jewelry,” says event chair, Adrienne Lee. “With the impressive selection of fine timepieces and exquisite jewels on the street, the collections that will be featured throughout the week will represent Rodeo Drive’s unrivaled reputation of offering some of the world’s best timepieces and jewelry.”

Highlights of the Rodeo Drive Festival of Watches & Jewelry open house event on September 18, 2014 will include, Freywille’s boutique launch of its new collection in a recreation of Monet’s garden, inspired by the new collection’s design. An accompanying art exhibition by a local impressionist painter, a display of vintage Freywille designs from the company’s founder, live music and refreshments will complete the evening’s celebration at the boutique.

“The Rodeo Drive Festival of Watches & Jewelry event is a wonderful opportunity for our members to showcase what makes Rodeo Drive such a distinguished shopping destination,” says Mark Tronstein, President of the Rodeo Drive Committee. “The open house on the evening of September 18th will create a celebratory feeling all along the street with more than ten different boutique events ranging from refreshments to a golf putting challenge at Richard Mille and a photo booth for guests at Westime.”

The Rodeo Drive Festival of Watches & Jewelry will also feature events at numerous retailers all week long. Bulgari will debut Lvcea, the newest launch of ladies timepieces as well as feature a special selection of men’s watches from the Octo collection and exclusive Grande and Petit Complication watches. At Mikimoto, The Tournament of Roses Crown will be on display, while the Mikimoto Four Seasons Collection – Spring Ring will be in the spotlight.

Special guests and celebrity editions of selected timepieces will be featured throughout the Rodeo Drive Festival of Watches & Jewelry. Porsche Design will feature the Porsche Design Dempsey Racing Limited Edition timepiece, which includes the box signed by Patrick Dempsey. Richard Mille Beverly Hills will showcase two celebrity timepieces, including the RM 38-01 Tourbillon G sensor Bubba Watson and the RM 19-01 Tourbillonn Natalie Portman. While Jason of Beverly Hills will debut their new timepiece with the company’s CEO and Creative envisionser, Jason Aasheben.

Participants in the Rodeo Drive Festival of Watches & Jewelry, include, Breguet, Cartier, Harry Winston, Jason of Beverly Hills, Porsche Design, Vacheron Constantin, and Van Cleef & Arpels. The event is sponsored by Bulgari, Freywille, Patek Phillipe presented by Gearys Beverly Hills, Hublot Beverly Hills, Jaeger-LeCoultre, Richard Mille Beverly Hills, Tourbillon Boutique, Westime Beverly Hills, and Mikimoto. Media partners include the *Los Angeles Times*, *The Hollywood Reporter*, *Genlux Magazine*, *iW Magazine* and *The Beverly Hills Courier*.

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About Rodeo Drive

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

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