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**RODEO DRIVE WELCOMES NEW AND EXPANDED LUXURY RETAILERS**

***Famed Shopping Street's Retail Additions and Renovations Enhance Appeal***

BEVERLY HILLS, Calif. – Rodeo Drive, the world-renowned shopping and travel destination, welcomes the opening and expansions of more than six retailers on the famed street. The new additions include DSquared2, Zadig & Voltaire, WEST, Vera Wang, Piaget, Brunello Cucinelli and Philipp Plein. More than five existing Rodeo Drive boutiques have gone through extensive renovations, including Gucci, Saint Laurent, Jimmy Choo, Coach, Louis Vuitton and Burberry.

Rodeo Drive has become home to several new luxury boutiques during the past year, including the very first DSquared2 store in America. This 4,500 square foot flagship is the only location where DSquared2 can showcase its entire collection in one place. This boutique is divided into two levels and houses the men and women's collections, in addition to accessories and a collection of special occasion gowns. (461 N. Rodeo Drive).

The famed street has also welcomed Zadig & Voltaire, which offers studio and consignment services. Located on the 400 block of Rodeo Drive (456 N. Rodeo Drive), the new Zadig & Voltaire boutique is 1,100 square feet, exclusively offering the entire Women's Deluxe Line, full of cashmere, leather and runway pieces. In addition, WEST, a unique Western inspired boots, shoes and accessory line, has also been added. The 1,000 square foot flagship offers handmade sterling silver belt buckles, fine belts, jewelry, knives, leather goods, and a variety of riding boots, Western inspired cowboy boots, downtown boots and handmade shoes. (9528 S. Santa Monica Blvd).

Vera Wang has too found its home on Rodeo Drive with a 5,500 square feet, two-story boutique, showcasing the designer's new shoe line, eyewear and accessories alongside her ready-to-wear- dress collection. (428 N. Rodeo Drive). Piaget opened its largest boutique in the United States on the 300 block of Rodeo Drive (323 N. Rodeo Drive) and offers the newest collection of high jewelry, fine jewelry and watches.

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Two Rodeo welcomed Brunello Cucinelli, Italian maker of men's and women's apparel, shoes, handbags, jewelry, accessories, and home decorations. (220 N. Rodeo Drive). In addition, Philipp Plein, a German designer specializing in men's and women's apparel, children's wear and accessories, has also found its home on Two Rodeo. The 1,400 square foot store is the German designer's third store in the United States and features his signature Swarovski skull and hexagonal shapes throughout the store. (250 N. Rodeo Drive). Two Rodeo will soon also feature the openings of Serapian, the high-class "Made-in-Italy" leather goods brand and Lladro, famous for their handmade porcelain.

In addition to the new stores, existing Rodeo Drive retailers, such as Gucci, Saint Laurent, Jimmy Choo, Coach, Louis Vuitton and Burberry have also completed extensive renovations. The new 22,000 square foot Gucci boutique, the third location in Los Angeles, houses men's and women's ready-to-wear, handbags, shoes, jewelry, and accessories, in addition to Gucci's children's line and the brand's new beauty line. (347 N. Rodeo Drive). Saint Laurent has transformed into a three-story, 10,000 square foot boutique and is the largest Saint Laurent women's store in the world. (326 N. Rodeo Drive). The temporary store has been converted and now carries the men's collection. (469 Rodeo Drive). Jimmy Choo has unveiled its new 2,148 square foot facelift and is the first Jimmy Choo store in the world to offer made-to-order service, allowing customers to customize colors, textures and finishes of Choo's signature footwear. (240 N. Rodeo Drive).

Coach went through an extensive revamp to reveal its unique, swanky touches that highlights the history of the brand while satisfying the new, luxury-oriented Coach customer. This 4,000 square foot flagship houses the men and women's collections, shoes and accessories. (327 N. Rodeo Drive). Louis Vuitton has relocated and expanded to a two-story, 7,100 square foot location. This boutique offers exclusives, including ready-to-wear dresses inspired by the Spring Collection, limited edition leather goods and monogrammed hard sided travel cases with custom indigo lining. This flagship also offers its Haute Maroquinerie salon, a bespoke service that allows clients to customize their bag with almost 40,000 possibilities. (295 N. Rodeo Drive). Burberry has unveiled its 15,000 square foot, four-story boutique, which features three levels of opulent retail display space, plus a basement and view deck on the roof. This boutique also features the full range of the label's products for men and women, handbags and accessories, as well as a dedicated alcove for Burberry Beauty. (301 N. Rodeo Drive).

**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](http://www.rodeodrive-bh.com) and follow us on Facebook at @RodeoDriveBeverlyHills, Twitter and Instagram at @RodeoDriveBH.

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