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LEGENDARY GODFATHER OF RODEO DRIVE
FRED HAYMAN
HIS STORY OF BEVERLY HILLS, HOLLYWOOD STYLE
AND THE GILDED AGE OF L.A.
The Extraordinary Difference, On Sale June 2011

Fred Hayman was and is Mister Beverly Hills! Giorgio was the place— other than Ma Maison—where all the Hollywood wives would gather. Fred knows everyone's secrets ... and over the years he's always managed to keep them!
Jackie Collins, Best-Selling Author

There is little doubt that Fred Hayman is one of the great American entrepreneurs. But as I've experienced first hand over so many lunches at Spago's or on Sundays at his home in Malibu, it's his graciousness, hospitality, contributions to the community and impeccable style that put him head and shoulders above the rest.
Lee Iacocca, Businessman

Fred Hayman believed in the art and value of costume designers when nobody else would. Why would he when he was a retailer? Because he revered and understood the marriage of film and fashion, whether it was onscreen or on the red carpet.
Arianne Phillips, Oscar-Nominated Costume Designer and Stylist

BEVERLY HILLS, CA (Spring 2011)—The highly-anticipated authorized biography by Rose Apodaca about the dapper gent who radically changed the way the world saw Los Angeles style, how the beauty business operated and magazines smelled, and the potential of retail and branding—***Fred Hayman — The Extraordinary Difference: The Story of Rodeo Drive, Hollywood Glamour and the Showman Who Sold It All*** (A+R Projects; \$65 USD; ISBN 9780615431833)—**goes on sale June 2011**.

With more than 300 photographs and ephemera and weighing in at seven pounds, *The Extraordinary Difference* is as much the story of an icon as it is a history book of the coming of age of Beverly Hills and Los Angeles.

Under the landmark yellow and white striped awnings of Giorgio Beverly Hills, Fred Hayman transformed a sleepy main street of an otherwise well-heeled “village” into one of the top platinum shopping attractions among the international jet set. The zip code here is now shorthand for fame, wealth and a singular style, and in large part owing to a four-decade love affair by its most enthusiastic and charming champion.

Out of a single boutique, he and his third wife Gale Hayman brazenly conceived of and went to market with a signature fragrance—an inconceivable feat in 1981 for anyone outside the cultural and style hubs of New York and Paris. They made it accessible

[more]

by pioneering the use of scented strips and direct mail. Eventually a bombshell sale of the scent would make them rich—and keep them apart all these years later.

Fred Hayman took standards of a luxe life—from his childhood in Zurich and Paris; his formative adult years rising through the ranks at one of the world's grandest hotels, the Waldorf-Astoria; then catering to celebrities, socialites and fashion designers at the modern beacon of the Beverly Hilton—and accorded them his own flair. He brought the Golden Globes to its longstanding home, and served for over a dozen-plus years as official fashion coordinator for the Academy Awards.

Mr. Hayman was the unofficial arbiter of fin de siècle gilt as conveyed to middle America in *Dynasty* and *Scruples*, whose stars and creators also were his clients (and the latter was inspired by and took place in a store resembling Giorgio). He extolled and exploited the possibilities of this palm-tree lined fantasy island with a Rolls Royce delivering customer purchases, four-pound tins of Beluga and live mariachis at every party, yet he made everyone feel at home by his comforting hospitality and rule breaking. Fresh starlet and vintage comedian alike could be spotted in the store swigging a drink at the oak bar or next to the pool table, amidst a hodgepodge of garishly painted ceramic panthers, untamed ferns and frocks, furs and trinkets, from the moderate to overpriced. Decades later, no one bats an eye at this high-low mix of merchandise and diversions, what business writers and brand makers dub retailtainment, the democratizing of fashion, the commodification of lifestyle. At the time, it was half-baked in the opinion of some, plain naive to others—and pioneering for so many more.

The sunny awnings might be gone from the street, but Fred Hayman's impact continues into his retirement, from public artworks to civic philanthropy. To Rodeo Drive, he remains its marketing architect, its godfather, its greatest showman. And in doing so, Fred Hayman made the extraordinary difference.

For this reason, Mr. Hayman was named the 15th recipient of the Rodeo Drive Walk of Style on May 31, 2011, the honorary brass plaque installed in the sidewalk of his former landmark store on Rodeo Drive, in front the building he still owns and leases to Louis Vuitton.

Fred Hayman: The Extraordinary Difference The Story of Rodeo Drive, Hollywood Glamour and the Showman Who Sold It All is published by A+R Projects in Los Angeles.

For more information on the book, related events, press, buying and distribution or downloadable hi-rez photographs, please visit **fredhayman.com**.

About the Author: Rose Apodaca is a fashion and cultural writer, curator, editor and consultant. She is the former West Coast bureau chief of *Women's Wear Daily* and contributor to *W*, a founding editor of the *Los Angeles Times* "Image" section, and a continuing contributor to *Harper's Bazaar*, *style.com*, *Paper* and other publications. She curated the fashion category of the 2010 California Design Biennial, and is active in museum outreach with the city's fashion industry. Her first book, *Style A to Zoe: The Art of Fashion, Beauty, & Everything Glamour*, conceived and written for celebrity stylist Rachel Zoe, was a *New York Times* bestseller and now in several languages. Her next work is a beauty book with neo-burlesque icon Dita Von Teese for Harper Collins. Mrs. Apodaca lives in Los Angeles's Silver Lake neighborhood with her husband and daughter, where they operate their modern global design lab A+R.

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