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Thank you.

Fred Hayman Bev Hills label.jpg: Just like in the Giorgio Beverly Hills days, a signature embroidered silk label was stitched into every suit and coat sold at the store, right under that of the designer, and upside down so when the owner tossed it over a chair, anyone could easily read where it was purchased. **Photo Courtesy Fred Hayman Archives**

FH in between Giorgio and FHBH.jpg: In January 1989, the iconic stripes on Rodeo Drive and Dayton Way went solid, announcing Giorgio Beverly Hills was now Fred Hayman Beverly Hills. **Photo Courtesy Fred Hayman Archives**

Fred Hayman Beverly Hills Ad.jpg: Fred Hayman loved mixing the low and high, and he did so in ads like this one for his perfume, circa early 1990s, showing a model in a T-shirt up against his 1952 Rolls-Royce Silver Wraith. **Photo Courtesy Fred Hayman Archives**

Fred Hayman Place 90210.jpg: Today, on either end of the Louis Vuitton flagship on Rodeo Drive and Dayton Way, a street sign marks the spots where Fred Hayman's two stores—Giorgio Beverly Hills and Fred Hayman Beverly Hills—ruled the area from the 1961 to 1998. **Photo by Ramona Rosales**

Fred Hayman.jpg: A tuxedo-clad Fred Hayman with his dogs Chumley and Giorgio at his Malibu compound. **Photo by Bob Frame, May 1991, Courtesy U.S. Harper's Bazaar and Fred Hayman Archives**

George Grant, Barbara and Fred Hayman.jpg: Originally opened in 1961 by George Grant, the struggling Giorgio Beverly Hills found an early champion and investor in Fred Hayman, here with second wife Barbara, who also worked the store when she wasn't mothering their three small children and handling the accounting on her husband's other side ventures at the Beverly Hilton. By 1963, the store was all his. **Photo Courtesy Fred Hayman Archives**

Giorgio Ad circa 1983.jpg: Not only were the stripes a signature of the phenomenal success behind the Giorgio Beverly Hills perfume. So, too, the scented strips that appeared in direct mailers and magazine ads. Giorgio Beverly Hills was the first premium scent that dared to market this way. Within no time, every magazine was stuffed with ads from every competitor with a scent to hawk. **Photo Courtesy Fred Hayman Archives**

Giorgio BH Extraordinary American Ad.jpg: Besides touting Beverly Hills—an anomaly at the time—the perfume ads also embraced its American heritage, starting in the mid-1980s in the perfume capitol of Paris, where this image bowed in the windows of Galleries Lafayette—and catapulted the perfume to a top seller. **Photo Courtesy Fred Hayman Archives**

FH interviewed by Merv Griffin @ Giorgio 1978: In front of Giorgio Beverly Hills at the corner of Rodeo Drive and Dayton Way, owner Fred Hayman is interviewed by talk show host Merv Griffin for a 90-minute prime-time special devoted to Rodeo Drive. The May 1978 program would prove a turning point for the tony shopping street, introducing it—and its biggest champion, Fred Hayman of Giorgio Beverly Hills fame—to millions of television viewers across America. (The signature perfume would launch four years later.) **Courtesy Fred Hayman Archives**

Marilyn Hilton and Fred Hayman in Giorgio Beverly Hills Early 1970s.jpg: Marilyn Hilton, wife of Barron Hilton and daughter-in-law of the hotel empire founder Conrad Hilton, knew Fred Hayman from his days as banquet and event manager at the Beverly Hilton. Despite being fired from the hotel in 1961, Fred lured his well-heeled pals back into his circle with the rise of Giorgio Beverly Hills. Standing at the storied bar inside the store, where many a starry client spent hours sipping a cappuccino or something stronger, Mrs. Hilton (here with Fred Hayman) is clad in a fox-trimmed maxi coat by Cuddlecoat, one of the store's hottest lines from New York. **Courtesy Fred Hayman Archives**

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