

RETAIL

## Beverly Hills turns shopping into a nighttime affair in summer series

August 2, 2017



Rodeo Drive is participating in BOLD. Image credit: Rodeo Drive

By STAFF REPORTS

Chanel and Burberry are among the luxury labels extending their hours in Beverly Hills, CA this August.

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BOLD, which stands for "Beverly Hills Open Later Days," will kick off Aug. 3 and run every Thursday, Friday and Saturday throughout the month. In addition to shopping, the event series will include luxury test drives, entertainment and art, encouraging consumers to stay out.

### After hours

About 90 retailers are participating in BOLD, keeping their doors open until 8 p.m. Fashion influencers such as Brad Goreski and Marianna Hewitt will be on-hand to provide advice to shoppers.

During the BOLD nights, some stores on Beverly and Rodeo Drives will feature live mannequins in the windows, who will perform choreographed routines. On certain nights, DJs will also be spinning live, and there will also be live concerts.



*Rodeo Drive. Image credit: Two Rodeo Drive*

More than 120 of the retailers on streets around the Golden Triangle have taken part in an art project, designing decorations for the sidewalks in front of their doors. From Aug. 2 at Beverly Gardens Park, artist Ed Massey is presenting a temporary exhibit of 3D disks at the Lily Pond.

Encouraging consumers to stay out, caf tables and chairs will be set up on Rodeo Drive. On the street, carts branded with the city's insignia will sell food and other merchandise.

A number of restaurants in the area will also treat shoppers to special offers with a receipt from a purchase made after 6 p.m. at a nearby store.

"I can't wait to share Beverly Hills after dark with the rest of the world this August," said Lili Bosse, mayor of Beverly Hills, CA in a statement. "Our summer night parties appeal to the entire family, from fashion lovers to foodies of all ages.

"We will have music, street art and shopping incentives, all with a special Beverly Hills twist," she said.

Last year, Beverly Hills, CA showed how its city is the authority on luxury through a digital campaign spearheaded by local tastemakers.

Launched by the Beverly Hills Conference & Visitors Bureau and created by Yes Design Group, "The Definition of Luxury" campaign works to show the city's competitive edge among other destinations associated with luxury and an affluent lifestyle. The campaign's mission will be achieved by a combination of social media, video content and a limited-edition coffee table book highlighting the featured influencers and Beverly Hills' beauty ([see story](#)).

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