Beverly Hills City Council Liaison / Branding and Licensing Committee will conduct a Special Meeting, at the following time and place, and will address the agenda listed below:

CITY HALL
Telephonic/Video Conference Meeting
Call in: (916) 235-1420 or (888) 468-1195
Participant Code: 872120
Beverly Hills City Hall
Beverly Hills, CA 90210

Thursday, July 23, 2020
4:00 PM

TELEPHONIC/VIDEO CONFERENCE MEETING

Pursuant to Executive Order N-25-20 members of the Beverly Hills City Council and staff may participate in this meeting via a teleconference. In the interest of maintaining appropriate social distancing, members of the public can participate by listening to the Special Meeting at (916) 235-1420 or (888) 468-1195 (participant code 872120) and offer comment through email at mayorandcitycouncil@beverlyhills.org

AGENDA

1) Public Comment
   a. Members of the public will be given the opportunity to directly address the Committee on any item listed on the agenda.

2) Request for Use of City Shield for Novelty Items by the owners of Anto Shirts and A S Novelty, Inc.

3) Request for Use of City Shield for Apparel Items by Amiri

4) Adjournment

George Chavez
City Manager

Posted: July 23, 2020

A DETAILED LIAISON AGENDA PACKET IS AVAILABLE FOR REVIEW AT WWW.BEVERLYHILLS.ORG

Pursuant to the Americans with Disabilities Act, the City of Beverly Hills will make reasonable efforts to accommodate persons with disabilities. If you require special assistance, please call (310) 285-1014 (voice) or (310) 285-6881 (TTY). Providing at least forty-eight (48) hours advance notice will help to ensure availability of services.
INTRODUCTION
The City periodically receives inquiries about the use of the Beverly Hills Shield. Since the last City Council Liaison/Branding and Licensing meeting on July 16, 2020, Anto Beverly Hills and A S Novelty Inc. have requested an exclusive license to use the Beverly Hills Shield for a series of souvenirs and other novelty items to be sold at various physical locations and an online store.

DISCUSSION
Staff receives inquiries from individuals and businesses looking to use the Beverly Hills shield on products and merchandise. As requests are received, they are referred to the City’s branding and licensing consultant Mikaela Grumbach, J.D of CMG Worldwide. The City has contracted with CMG Worldwide since 2013.

Anto Beverly Hills and A S Novelty Inc. expressed interest in moving forward with a licensing agreement after discussions with CMG Worldwide. They are requesting an exclusive licensing agreement for these items. It is not recommended for Council to provide an exclusive licensing agreement as the Beverly Hills Conference and Visitors Bureau also has a license agreement to be able to sell similar novelty and souvenir items. Currently, the Beverly Hills Conference and Visitors Bureau sells souvenir and novelty items both online (www.lovebeverlyhills.com) and at the Beverly Hills Visitors Center.

Anto Beverly Hills specializes in high end menswear apparel and already has an approved license agreement with the City of Beverly Hills for the Beverly Hills shield on menswear items. A S Novelty Inc. manufactures novelty goods for mass distribution and has worked with notable partners such as the TCL Chinese Theater and Hollywood Chamber of Commerce.
Anto Beverly Hills and A S Novelty Inc. Novelty Goods

Anto Beverly Hills and A S Novelty Inc. are interested in using the Beverly Hills Shield for a variety of novelty items. These items include key chains, clothing, mugs, magnets, etc.

The owners believe that by granting them exclusive licensing they can satiate the market. The market currently features a variety of unlicensed goods being sold as there is not a licensed distributor selling these highly requested items.

If the Liaisons approve a licensing agreement with Anto Beverly Hills and A S Novelty, the owners propose to:
1) design, create, and market a line of shield branded merchandise and
2) create an official Beverly Hills online store for worldwide distribution.

The distribution plan would consist of retail partners such as the TCL Theater, an official online store, and other physical locations (not limited to vending machines).

Deal Points:
Permission fee: $15,000
Term: 5 years with the option to renew for another 5 years.
Territory: Worldwide vis-a-vis the Internet; target of main U.S. cities for retail/wholesale (i.e. LA, San Diego, NY, Miami, etc.).
Royalty: 18% of gross online sales through the "Beverly Hills Official Online Store"; 12% of gross retail sales; and 10% of gross wholesale sales.
Retail Price: varies as it can range depending on the branded item.

Decision Points:
• Are these specific novelty souvenirs an appropriate use of the Beverly Hills Shield?
• Are Anto Beverly Hills and A S Novelty Inc. appropriate partners for selling “official” Beverly Hills merchandise and accompanying Beverly Hills Official Online Store?
• If the City wishes to grant the license, are the terms mentioned above acceptable?

FISCAL IMPACT

If the above agreement terms are accepted, the fiscal impact of Anto Beverly Hills and A S Novelty Inc. a license holder is $15,000 for the permission fee plus royalties of 18% of gross online sales through the "Beverly Hills Official Online Store"; 12% of gross retail sales; and 10% of gross wholesale sales. The price point for the merchandise will vary as it consists of various novelty items. The initial term of the agreement is proposed for a 5-year term with the option to renew.

RECOMMENDATION

It is recommended that the City Council Branding and Licensing Committee provide direction regarding use of the Beverly Hills shield by Anto Beverly Hills and A S Novelty Inc.
Beverly Hills Merchandise Proposal
A Proposal for the City of Beverly Hills

Create a Product Line
Execute a Sales Strategy
Address Infringement
Build a Brand

March 2020
The Beverly Hills crest is one of the most recognizable symbols in the world. It symbolizes the history, luxury and prestige of one of the greatest and most sought-after cities. Even the zip code is famous: 90210! According to the Los Angeles Times, Los Angeles has had eight years in a row of tourism growth. In 2018 alone, Los Angeles reached a milestone of 50 million visitors. According to the Beverly Hills Conference and Visitors Bureau, more than 7.5 million visitors ventured to Beverly Hills in 2018.

As tourism continues to grow, so will the souvenir industry. We believe that this is a missed opportunity for the city of Beverly Hills. People enjoy taking something back home that reminds them of where they have visited. Not only do they purchase a small reminder gift of where they traveled for themselves, they purchase small gifts for family and friends. We believe there is an unmet demand for Beverly Hills items in this industry. In fact, the popularity of the Beverly Hills crest has created a market that infringes on the trademark of the crest across the city, state, country, and online.

This proposal has the potential to create a new revenue stream for the city of Beverly Hills, as well as create new jobs, provide a legal channel for vendors to purchase Beverly Hills crest items, and be able to fulfill the unmet demand for Beverly Hills products from tourists.
# Table of Contents

- Objectives 03
- Executive Team 04
- Infringement 05
- The Product Line 06
  - Design and Style 07
  - Clothing 08
  - Headwear 10
  - Tote Bags 11
  - Backpacks 12
  - Souvenirs 13
- Branding 14
- Revenue Model 16
  - Wholesale 16
  - Vending 19
  - Online 20
- Experience 21
- Proposed Terms 23
Objectives of this Proposal

- Design, create, and sell a line of Beverly Hill crest related products

- Create a legal path for currently infringing vendors to stock these products

- Build a unique brand of products around the crest

- Create a centralized online retail experience for crest merchandise where people can access these products worldwide

We are requesting exclusive licensing rights to sell and distribute a branded line of Beverly Hills crest novelty products for a period of five years with a five year option to cater to the growing number of tourists that visit the Los Angeles area and beyond.

We are also requesting the rights to create and operate the official Beverly Hills online store, where people from across the world can purchase these products from one of the most recognized cities.
Anthony

Anthony Sepetjian was born and raised in Los Angeles, California. He has over six years of experience as Director of Brand Development at Anto Beverly Hills, where he helped make Anto’s website and manages the ready-to-wear production line. He is also the founder of a startup company called Tucked and Proper that has patent pending concepts for dress shirts and will be launching during the third quarter of 2020. He has a BA in communications from Loyola Marymount University. On his spare time, Anthony enjoys playing soccer and has volunteered to coach a couple of youth teams.

anthony@antoshirt.com

Thomas

Thomas Markoff was born and raised in Los Angeles, California. After graduating cum laude from Loyola Marymount University in 2013, he relocated to Guangzhou, China in pursuit of starting his own business. Upon arriving, he focused on exploring and understanding manufacturing, comparing products and dealing with quality control. Soon after, he co-founded a retail business with a physical and online presence. Equipped with an understanding of the Southeast Asian market, he was able to grow the brand. Due to health issues, Thomas moved back to Los Angeles in late 2015. He is currently the Director of Marketing at the historic TCL Chinese theatre in Hollywood, California.

tmarkoff@aol.com

Alec

Alec Maslowsky was born in New York but moved to the Los Angeles area at a very young age. Eight years ago, Alec started A S Novelty, Inc, following in his father’s footsteps in the merchandise business. Since then, A S Novelty has grown into a major reseller of souvenirs and general merchandise, specializing in helping stores and brands curate a product line, design displays, and create a floor layout to maximise sales. In addition to wholesale, A S Novelty operates retail stores such as the gift shops at the TCL Chinese Theatre. As a longtime Redondo Beach resident, Alec has been volunteering with the Redondo Beach school districts theater department, running tech on various musicals and plays at the high school and middle school. Alec is an avid amateur astronomer and oversees the student run astronomy club at his former college El Camino.

alecmaslowsky@asnovelty.com

If this proposal is approved, these three partners will form a stand-alone entity for the sole purpose of carrying out the objectives laid out in this proposal.
Infringement on the Beverly Hills Crest brand is a major issue. In the photos below are only a few examples of the Beverly Hills crest being infringed upon.

We believe most of these vendors are not aware that they are infringing on the Beverly Hills Crest trademark. In fact, many of them are unaware it's even protected.

The good news is that there is demand for these items or these vendors would not be stocking them. It is important to provide these vendors with a legal channel to help fill this demand. If they are not given a legal channel to satisfy this demand, it will be an endless game of whack-a-mole, trying to stop illegal infringers of the crest.
The Product Line

What follows is a collection of original designs and sample products that use the Beverly Hills Crest.
Clothing is an integral part of any souvenir product line. Important to the success of clothing is staying on trend with the type of garments you sell. We will work to make sure that those trends are realized in our product line. Items like crop tops pictured below are just one example of something very popular right now.
Clothing

VIA RODEO
N. RODEO DR

design element uses a metallic gold finish
Backpacks
- Magnets
- Keychains
- Shot Glasses
- Pins
- Snow Globes
- Mugs
- Picture Frames
- Crest Replicas
- Bracelets
Branded Displays & Fixtures

Creating products that catch the eye is the first part of a successful product line. But almost as important as the design, is the presentation. We will work to not only create a unique and attractive product line, but unique and attractive floor, shelf, and counter top displays. These displays and fixtures will allow our stockists to differentiate the product line in a retail environment as well as create brand awareness around the Beverly Hills product line.
Clothing Hang Tags

Product Stickers
We intend to work with the city to create a line of items such as hats, t-shirts, key chains, magnets, shot glasses, sweaters, backpacks, etc. to cater to the growing demand of novelty items in the city and beyond. With this agreement we will be able to create a legal channel for all of the souvenir retailers currently infringing, as well as bringing on new retailers to stock the Beverly Hills Crest brand.

We will create a sales team to manage and distribute products to locations in Los Angeles and recruit sales reps across the country to represent the brand.

The souvenir stores at the TCL Chinese Theatre, which we operate, generated over $15,000 in sales last year for regular Beverly Hills related items.

There are over twenty five stores in Hollywood that have a similar amount of traffic from tourists. We estimate sales of Beverly Hills items at close to $500,000 in Hollywood alone!

These calculations do not include popular tourist destinations such as Downtown, Venice, and Santa Monica. Nor do they account for the sales potential across the country and worldwide.

These numbers could be increased dramatically with Beverly Hills crest items. Not only from increased sales, but from reigning in the countless infringers.
Existing Distribution Channels

With our network in the industry, we will be able to move forward immediately selling to vendors in the Los Angeles area and beyond. We already sell to many of the gift and novelty stores in the Los Angeles area and supply and have relationships with all the major souvenir retailers.

TCL Chinese Theatre

Retail Stores

Alec's existing retail locations at the TCL Chinese Theatre can begin stocking these products immediately. The TCL Chinese Theatre is one of the premiere locations in the state for visitors from all around the world. There are few better locations in Los Angeles for sheer density of tourists. At these locations we will differentiate these products. Not just stocking them but displaying them in a manner that differentiates the products as a product line and a brand, not just a few Beverly Hills items. Please note that this retail location is a separate company and would buy wholesale from us. However, it would represent a retail presence on day one.

Online

We currently operate the official online store for the TCL Chinese Theatre. We will feature Beverly Hills products on this website. www.shopchinesetheatre.com

Hollywood Walk of Fame Website

We operate the official online store for the Hollywood Walk of Fame/Chamber of Commerce. There we feature a large selection of Hollywood and Walk of Fame products. shop.walkoffame.com
The Beverly Hills brand is recognized throughout the world. These products are not just for the local market. Any tourist, domestic or international, becomes a potential Beverly Hills product customer when they visit any tourist destination in the United States. We have found that **souvenirs from Hollywood, Las Vegas, Los Angeles, and New York all sell well in outside markets**. People will buy items from famous locations even if they don't actually visit that location.

**Target Markets**

**California**
- Los Angeles
- Beverly Hills
- Hollywood
- Santa Monica
- Venice Beach
- Downtown
- San Diego
- Anaheim
- San Francisco
- Sacramento

**United States**
- Las Vegas
- New York
- Washington DC
- Miami
Vending machines are becoming an important part of the retail landscape. That is why we are moving into the vending machine business. We have already **designed and created vending machines customized to sell novelty merchandise**. These machines are perfect for malls, hotels, and concert and sports venues and we are currently in talks to put these into airports.

These vending machines stock **licensed items from the TCL Chinese Theatre and the Hollywood Chamber of Commerce**. As seen in the photos below of one of our machines, we not only stock items from these licensee holders, but prominently feature the logos from these brands on the machines. The same could be done for the Beverly Hills crest. Please note that the vending machine business is a separate entity and would buy wholesale from us.
Beverly Hills Official Online Store

We propose to create a unique online experience for consumers to buy products from this brand: The Official Beverly Hills Online Store.

Because this would be an entirely licensed store, not just a set of licensed products, anything we sell on that site the city would collect a licensing percentage. This would include Beverly Hills items that may not include the crest, allowing the city to monetize a greater range of products. This would further differentiate these products into a brand and provide a central online location to buy everything Beverly Hills.

The potential in a site like this is not only domestic, but also international. We have found through our other online souvenir stores that a large percentage of sales comes from international markets where people who may not have the means to visit but want to have a piece of the Beverly Hills and Los Angeles experience nonetheless.
Anto is a menswear company that specializes in bespoke shirts and ties. Founded in 1955, Anto has been a part of Beverly Hills since 1978. Due to their level of attention and craftsmanship, Anto has gained the reputation as America’s leading shirtermaker. Anthony has been working at Anto since 2013 and has learned how to maintain and grow the image of a brand.

For years, Alec has operated the gift shops at the TCL Chinese Theatre. Thomas has played an integral part in the design and sourcing of products for these stores as well as the TCL Chinese Theatre line. This gives us an intimate understanding of what works in a retail environment and what people traveling to Los Angeles actually want. Thomas and Alec designed and created a line of custom products for the TCL Chinese Theatre including clothing, headwear, magnets, keychains, and cement based products.
Alec owns and operates A S Novelty Inc., a company that sells products all across the country to various retailers. In addition to wholesale, A S Novelty sells direct sales to consumers through brick and mortar retail and online stores. A S Novelty works with the Hollywood Chamber of Commerce to design and create products related to the Hollywood Sign and the Hollywood Walk of Fame and just recently consulted for the chamber in the opening of the first official Walk of Fame retail store at the Hollywood Museum. Below are some of the items created for the Hollywood Chamber of Commerce.
Proposed Terms

Official Beverly Hills Online Store
Any items we sell directly to consumers on the Official Beverly Hills Online Store, the city would receive 18% of gross sales. This would include all items sold on the online store, not just crest items. This would allow the city to monetize popular Beverly Hills items that don’t use the crest. If we sell it on the proposed Officially licensed online store, the city collects 18% no matter what the item.

Retail
Any crest items we sell directly to consumers in a retail setting, the city would receive 12% of gross sales. Although this proposal does not include plans for a retail store or direct retail sales, if in the future we do sell directly to consumers, this percentage would apply. This could include Beverly Hills Crest pop up stores, items we sell at events, or a more permanent retail presence.

Wholesale
Any crest items we sell to other vendors, the city receives 10% of the gross sales. This number is comparable to what other licensees in the souvenir industry receive.

We propose these terms for a five year period, with a renewal option for another five years.
Our team is excited about the endless possibilities that the Beverly Hills crest presents, as well as the opportunities that this project could bring for both parties. The Beverly Hills crest, beautiful and elegant, represents such a unique opportunity to create products that not only appeal to tourists, but all consumers.

We are very excited for the potential of this project and thankful for your consideration. We look forward to hearing from you.

Sincerely,

Anthony Sepetjian

Thomas Markoff

Alec Maslowsky
COVID-19 UPDATE
July 2020

The COVID-19 virus has introduced uncertainty into the projections and efficacy of some of the ideas and figures laid out in this proposal. However, we believe that in the long term, the products and sales channels we have laid out will still be a viable business.

With the issues facing brick and mortar retail, we believe the potential of the Official Beverly Hills Online Store to be much greater now than ever before. As well as online sales in general.

As we did with the Hollywood Walk of Fame’s official online store, the Beverly Hills online store can be a one stop shop for all things Beverly Hills. We can also work with local shops and businesses to feature their products, allowing local Beverly Hills businesses another sales channel.

We encourage you to check out some of the other sites we operate based on famous Los Angeles locations:

shop.walkoffame.com
shopchinesetheatre.com
CITY OF BEVERLY HILLS
POLICY AND MANAGEMENT
MEMORANDUM

TO: City Council Liaison/Branding and Licensing
FROM: Laura Biery, Marketing and Economic Sustainability Manager
       Luis Gonzalez, Administrative Intern
DATE: July 23, 2020
SUBJECT: Request for Use of City Shield for Apparel Items by Amiri
ATTACHMENT: 1. Proposal by Amiri
              2. Amiri Brand Book

INTRODUCTION
The City periodically receives inquiries about the use of the Beverly Hills Shield. Since
the last City Council Liaison/Branding and Licensing meeting on July 16, 2020, Atelier
Luxury Group dba Amiri (“Amiri”) has requested to use the Beverly Hills Shield on a series
of apparel items to be sold on its online shop and Amiri flagship store that will open in Fall
2020 on Rodeo Drive.

DISCUSSION
Staff receives inquiries from individuals and businesses looking to use the Beverly Hills
shield on products and merchandise. As requests are received, they are referred to the
City’s branding and licensing consultant Mikaela Grumbach, J.D of CMG Worldwide. The
City has contracted with CMG Worldwide since 2013.

Amiri expressed interest in moving forward with a licensing agreement after discussions
with CMG Worldwide.

Amiri specializes in high end luxury clothing reminiscent of the California rock and roll
scene. Amiri anticipates opening their Rodeo Drive flagship store in Fall 2020. Items with
the shield design would be featured in-store and in the online shop.

Amiri x Beverly Hills

Amiri is interested in using the Beverly Hills Shield on a series of apparel items. The
Beverly Hills Shield would be featured on a series (but not limited to) of tees, hats, and
sweatshirt. This collection features the Beverly Hills Shield in front of the Amiri logo in
either pink, black or white print. The Amiri brand will join other retailers that represent the
elevated and luxury style associated with Beverly Hills along Rodeo Drive.
The distribution plan features Amiri’s flagship store on Rodeo Drive and online store only. The items proposed for use of the Beverly Hills Shield include the following:

- Hat (MSRP $320)
- Short Sleeve Tee (MSRP $390)
- Long Sleeve Tee (MSRP $450)
- Sweatshirt (MSRP $690)
- Hoodie (MSRP $790)

**Deal Points:**
Permission fee: $10,000 non-refundable advance recoupable against royalties
Term: 1 year and 3 months (9/1/20 – 12/31/21)
Territory: Amiri flagship store Rodeo Drive and online store
Royalty: 8% of gross retail sales
Retail Price: $320 - $790

**Decision Points:**
- Is high end luxury apparel an appropriate use of the Beverly Hills shield?
- If the City wishes to grant the license, are the terms mentioned above acceptable?

**FISCAL IMPACT**

If the above agreement terms are accepted, the fiscal impact of the Amiri merchandise deal is $10,000 for the permission fee plus royalties of 8% of gross retail sales of the merchandise. The retail price point for Amiri merchandise in the collection starts at $320. The initial term of the agreement is proposed for a 1 year and 3 month term.

**RECOMMENDATION**

It is recommended that the City Council Branding and Licensing Committee provide direction regarding use of the Beverly Hills Shield by Amiri.
AMIRI x BEVERLY HILLS TEE
MSRP: $390

- RIBBED CREW NECK
- 30 SINGLE SUPIMA COTTON JERSEY
- FRONT AND BACK SCREENPRINT
- MADE IN LOS ANGELES
AMIRI x BEVERLY LONG SLEEVE TEE
MSRP: $450

- RIBBED CREW NECK LONGSLEEVE
- 30 SINGLE SUPIMA COTTON JERSEY
- FRONT AND BACK SCREENPRINT
- MADE IN LOS ANGELES
AMIRI x BEVERLY HILLS SWEATSHIRT
MSRP: $690

- 14 OZ. SUPIMA COTTON LOOP TERRY
- SCREEN PRINT ON FRONT & BACK
- MADE IN LOS ANGELES
AMIRI x BEVERLY HILLS HOODIE
MSRP: $790

- 14 OZ. SUPIMA COTTON LOOP TERRY
- SCREEN PRINT ON FRONT & BACK
- MADE IN LOS ANGELES
AMIRI x BEVERLY HILLS HAT
MSRP: $320

- CUSTOM COTTON/ CANVAS/
- EMBROIDERED ART
- MADE IN LOS ANGELES
BEVERLY HILLS SHIELD LICENSE PROPOSAL

Licensee: Atelier Luxury Group dba AMIRI

Terms: 8% of net sales

Products (by item): Including, but not limited to: Tees, Sweatshirts, Hats

Permitted Distribution: AMIRI Rodeo Drive Store and Online through: www.amiri.com

Terms/Payment: 8% of net sales. Royalty payments will be made within 30 days after the end of each quarter.

Advance/Guarantee: $10,000

Territory: Worldwide

Proposed License dates: 9/1/20 – 12/30/21 with option to renew each year.
‘WHAT IS LUXURY TODAY? IS IT A 100-YEAR-OLD FASHION HOUSE? OR IS IT SOMETHING NOVEL AND INTERESTING AND DIFFERENT AND EXPERIENTIAL? SOMETHING YOU MAY NOT HAVE HEARD OF, BUT THERE IS A SENSE OF DISCOVERY THAT YOU CONNECT TO?’ – MIKE AMIRI
Established in 2014 by Mike Amiri, the luxury menswear and womenswear brand, AMIRI, marries refined craftsmanship with the glamor of L.A.’s authentic skate and street culture.

An L.A. native, founder Mike Amiri began his career in fashion by hand-crafting unique stage pieces for iconic hard rockers such as Axl Rose and Steven Tyler. Eternally intrigued by such dark, heroic figures, his flair for tapping into this rock ‘n’ roll ethos led him to design an exclusive capsule collection for the L.A.-concept store, Maxfield.

Since this debut collection, Mike established a distinct design signature with his deconstructed, hand-embellished denim jeans, leather jackets, grungy flannel shirting and graphic tee-shirts — all grounded in the nostalgic touchstones of his Californian youth. Early styles, like the MX1 jeans and Bandana Buckle boots, remain the pillars of AMIRI today, and the designer’s nascent D.I.Y. sensibility has since evolved into a studied and distinct savoir-faire.

Today, AMIRI presents a collection bi-annually at Paris Fashion Week and is available from some of the most renowned retailers worldwide, such as Barney’s, Bergdorf Goodman in New York, Galeries Lafayette in Paris, Selfridges in London and Joyce in Hong Kong. As its global presence grows, AMIRI remains faithful to its roots: each garment is still a labor of love, cut from the finest fabrics, produced in majority in L.A., and often even hand-finessed in-house. More recently, production of leather goods and tailored suiting moved to Italy.

Since 2018, Mike Amiri has been a member of the CFDA. In 2018, he was also nominated for the Swarovski Award for Emerging Talent at the CFDA Fashion Awards and honored with the Emerging Talent Award at the Footwear News Achievement Awards. In 2019, Mike was nominated for the Menswear Designer of the Year at the CFDA Fashion Awards.
A New Generation Of Luxury

A contemporary luxury house, AMIRI sits alongside the most established European brand names in some of the best stores in the world. Over the years, the brand has garnered a loyal following of men’s clientele, those seeking something entirely genuine — a unique D.N.A. that mingle the swagger of the L.A. lifestyle with exceptional savoir-faire. This has served as a guide for the studio, as they diversified into new categories, across womenswear, accessories and shoes. With every new development, AMIRI seeks out the experts in each field. While the denim, hand-printed graphics, and embroidery are all still done in-house, or produced nearby in the L.A. arts district, the fine tailoring and leather goods are now produced in Italy, where the best in their craft ensure that AMIRI’s superior standard of quality is maintained. Heritage elements like distressed detailed, hand-appliqued embellishment, bespoke denim washes and artisanal techniques remain a constant signature.
A New Generation Of Luxury

A contemporary luxury house, AMIRI sits alongside the most established European brand names in some of the best stores in the world. Over the years, the brand has garnered a loyal following of men’s clientele, those seeking something entirely genuine — a unique D.N.A. that mingle[s] the swagger of the L.A. lifestyle with exceptional savoir-faire. This has served as a guide for the studio, as they diversified into new categories, across womenswear, accessories and shoes. With every new development, AMIRI seeks out the experts in each field. While the denim, hand-printed graphics, and embroidery are all still done in-house, or produced nearby in the L.A. arts district, the fine tailoring and leather goods are now produced in Italy, where the best in their craft ensure that AMIRI’s superior standard of quality is maintained. Heritage elements like distressed detailed, hand-appliqued embellishment, bespoke denim washes and artisanal techniques remain a constant signature.
An Ode To Los Angeles

The sun-soaked sprawling metropolis of Los Angeles has served as a perpetual muse for great artists, musicians, and designers, alike. A long line of poets, such as Charles Bukowski, Joan Didion and even Jim Morrison, have immortalized its mythic magnetism, raw energy, glamorous night life and seedy underbelly. AMIRI is a tribute to this siren city and its patchwork of characters. Growing up in Hollywood, founder Mike Amiri was influenced by the intertwining countercultures of the 90s — be it skate, grunge, or hard rock. All remain part of the fabric of AMIRI and Mike remains dedicated to his roots. As the brand grows in scale, his intentions also remain the same: to support and revitalize the local industry — small, family run factories — and establish the first L.A. luxury fashion house.
‘WE’RE BRINGING HAUTE COUTURE TO A ROCK ‘N’ ROLL AESTHETIC. EVERY PIECE IS UNIQUE.’ – MIKE AMIRI
Savoir-Faire: Denim

Denim is at the heart of the AMIRI story, elevated to the highest status and treated with the same care and detail as the finest luxury garments. Hand-finessed and embellished, no two styles are the same. It all started with the MX1, a five pocket jean crafted from the finest Italian stretch denim, with pleated leather knee and thigh patches, hand-distressed accents, and custom-made Swiss hardware. Today, this iconic style is made in downtown L.A. where each pair undergoes a 10-plus-step production process, during which almost every element — from the unique wash to the embellishment — is carried out by hand. The artisanal touch extends to other denim styles, like jackets that are cut finest Japanese denim, then distressed and paint splattered one-by-one. The Trucker denim jacket is a work of art in itself: cut, washed, sewn and airbrushed by hand with a motif of the Hollywood cityscape — a process that takes more than 30 hours alone. For womenswear, the lived-in look and that authentic sense of individuality is enhanced by the use of vintage denim, which is carefully selected and refashioned into leather and denim split skirts and pants.
Savoir-Faire: Leather

Leather encapsulates the rock ‘n’ roll swagger of AMIRI, most tellingly in the leather Perfecto jackets that are hand crafted in L.A. The lightweight style is cast from supple calf leather and the jacket moves with the wearer thanks to a masterful fit. There are also the iconic Bandana Buckle boots, which combine exceptional Italian savoir-faire with an unmistakable L.A. D.N.A. Crafted in suede, with supple leather lining and a stacked leather heel, the boot’s calling card is a vintage bandana double-buckle closure. Made in L.A., each bandana has been screen-printed, folded, cut, sewn, and pressed, by hand. Spring-Summer 2020 established a line up of iconic bags: the duffle bag, the Drum bag and a new version of the Amp bag.
Savoir-Faire: Cashmere

In the hands of AMIRI, luxurious cashmere is given a street-smart makeover with a custom rainbow-colored ombre tie-dye treatment achieved over 72 hours. Band merch graphics are also knitted into each garment, bringing a touch of couture to everyday, easy to wear styles.
Savoir-Faire: Graphic

Streetwear styles have become the staple of the AMIRI offer where the novelty of a hand-finessed approach stands out in an otherwise mass produced category. For many of the tee-shirts and hoodies, jersey and terry towelling fabrics are sourced locally in L.A. Signature graphics are then treated like works of applied art and screen-printed by hand.
Savoir-Faire: Sneaker

The humble sneaker is crafted like the finest of footwear at AMIRI, cut from leather, supple suede, or Italian cotton canvas, and adorned with artful appliqués, such as the hand-cut skeleton motif for the Skel-Toe slip-on or the vintage bandana straps for the bandana slip on. Leather lined insoles and vulcanised rubber sole’s ensure superior comfort and fit.
Savoir-Faire: Tailoring

Today, Italian tailoring completes the AMIRI offer, as suiting styles mingle effortlessly with the Downtown uniform. For this storied category, production has moved away from Los Angeles to make use of the expertise of Italian craftsmen. Challenging conventional aesthetics of suiting, the AMIRI signature style is a relaxed, single button jacket with a silk zebra-print scarf inset in the lapel.
‘I THINK MODERN LUXURY IS ALL ABOUT MAKING SOMETHING A CONVERSATION PIECE. I TRY TO BE THOUGHTFUL AND CREATE A STORY YOU WANT TO SHARE.’ – MIKE AMIRI
‘THERE IS A UNIQUE FEELING THAT EMERGES WHEN A BRAND SEEMS TO BE AT A TURNING POINT—SOMETHING AKIN TO RESPECT SPRINKLED WITH EXCITEMENT. THIS CAME THROUGH AT AMIRI TODAY, AS THE COMBINED MEN’S AND WOMEN’S COLLECTIONS EXUDED PERCEPTIBLE FINESSE AND FOCUS.’ – AMY VERNER, VOGUE.COM, JUNE 21ST

‘ELSEWHERE, THE GUITAR STRAP TROMPE L’OEIL ON JACKETS MADE AN EMBELLISHED ENCORE THIS SEASON, ESTABLISHING A BRAND SIGNATURE OF SORTS. GENEROUSLY-SIZED BAGS WITH CLOSURES LIKE AUDIO JACKS LOOKED LUXURIOUS—QUIET POSSIBLY AIMING TO BECOME A WOULD-BE WEST COAST ALTERNATIVE TO HERMÈS.’ – AMY VERNER, VOGUE.COM, JUNE 21ST
‘AMIRI CREATES THE WARDROBE FOR INDIVIDUALS WHO IDENTIFY WITH THE ALLURE OF THE ROCK AND ROLL LIFESTYLE BUT ARE ACCUSTOMED TO A LUXURY STANDARD. THE BRAND’S CORE IDENTITY IS FIRMLY ROOTED IN THE REBELLIOUS CULTURE OF THE LOS ANGELES YOUTH WHICH ARE RE-IMAGINED EACH SEASON.’
– JOSEPH DEACETIS, FORBES

‘[…] CUTTERS AND PATTERN MAKERS IN ATELIER COATS OVERSEE THE FINISHING DETAILS OF THE COLLECTIONS THAT HAVE DRAWN THE ATTENTION OF AMIRI SUPERFANS LIKE FUTURE, MEEK MILL, MICHAEL B. JORDAN, COURTNEY LOVE, ALLEN IVERSON, ODELL BECKHAM JR., J. BALVIN AND KIRK HAMMETT.’ – DAVID HOCHMAN, C MAGAZINE
VIPs

Future

Jay-Z and Beyoncé

Michael B. Jordan
VIPs

Axl Rose

Jared Leto

Kris Wu
VIPs

Karlie Kloss
Justin Bieber
Odell Beckham Jr.
VIPs

Kendall Jenner  Rihanna  Tiffany Tang
‘MIKE AMIRI IS DISRUPTING THE LUXURY MARKETPLACE WITH ROCKER-FRIENDLY STYLE AND SOCIAL MEDIA PROWESS’
– FOOTWEAR NEWS, CHARLIE CARBALLO

‘IT’S ALL ABOUT BEING COMPLETELY AUTHENTIC TO THE ORIGINAL VISION, WHICH IS CALIFORNIA AND ROCK’N’ROLL THROUGH A LUXURY LENS.’ – ALEX BHATTACHARJI, LOS ANGELES TIMES
Press

Zara Larsson for Porter Magazine
Paris Brosnan for Rollacoaster Magazine
Mike Amiri for Los Angeles Times
'IN LESS THAN FIVE YEARS, AMIRI HAS GONE FROM A ONE-MAN SHOP SELLING ROUGHED-UP DENIM AND LEATHER FROM THE BASEMENT OF A HOLLYWOOD THAI RESTAURANT TO BLINK-AND-THEY’RE-GONE GLOBAL STOCK LISTS AT BARNEYS NEW YORK, MAXFIELD AND BEYOND.’
– DAVID HOCHMAN, C MAGAZINE

‘AMIRI IS CURRENTLY POSITIONED AS ONE OF THE YOUNGEST AND STEADILY GROWING LUXURY BRANDS IN THE WORLD.’ – JOSEPH DEACETIS, FORBES
## Retailers

**UNITED STATES**
- A Ma Maniere
- Atlanta, GA
- Alchemist
- Miami Beach, FL
- Barney’s
- New York, NY
- Bergdorf Goodman
- New York, NY
- Elise Walker
- Pacific Palisades, CA
- Forty Five Ten
- Dallas, TX
- FWx
- Centos, CA
- Hinsoneller
- Mamaroneek, NY
- Jeffrey
- New York, NY
- Maxfield
- Los Angeles, CA
- Moda Operandi
- New York, NY
- Neiman Marcus
- Beverly Hills, CA
- Nordstrom
- Seattle, WA
- Patron of the New
- New York City, NY
- Revenge
- Birmingham, MI
- Riccardi
- Boston, MA
- Saks Fifth Ave
- New York, NY
- The Webster
- Miami Beach, FL

**CANADA**
- Holt Renfrew
- Vancouver
- Kitto
- Richmond, BC

**EUROPE**
- Amico
- Vienna, Austria
- Anon. 46
- Rotterdam, NL
- Azzurro Due
- Amsterdam, NL
- Casa Shoes Trading
- Limassol, Cyprus
- Credo Mannen
- The Hague, NL
- First Boutique
- Limassol, Cyprus
- Forty Five Ten
- Dallas, TX
- FWRD
- Cerritos, CA
- Hirshleifers
- Manhasset, NY
- Jeffrey
- New York, NY
- Maxfield
- Los Angeles, CA
- Moda Operandi
- New York, NY
- Neiman Marcus
- Beverly Hills, CA
- Nordstrom
- Seattle, WA
- Patron of the New
- New York City, NY
- Revenge
- Birmingham, MI
- Riccardi
- Boston, MA
- Saks Fifth Ave
- New York, NY
- The Webster
- Miami Beach, FL

**UNITED KINGDOM**
- Browns
- Mayfair, London
- Brown Thomas
- Dublin, Ireland
- Crickel Fashion
- Liverpool
- END.
- Newcastle Upon Tyne
- Gaulino
- Cambridge
- Kurt Geiger
- London
- Matches Fashion
- London
- Mr Porter
- London
- Selfridges
- London
- Harvey Nichols
- London
- The Business
- Leicester
- Zoo Fashions
- Ilford

**FRANCE**
- Anrosa
- Nantes
- Galeries Lafayette
- Paris
- Jean Charles
- Nice
- L’Estropiane
- Paris
- L’Esthate
- Lille
- Love Deluxe
- Lyon

**GERMANY**
- Apropos
- Cologne
- Engelhorn
- Mannheim
- Emreton Renabi
- Nuernberg
- E. Breuninger
- Stuttgart
- Jades
- Dusseldorf
- KadoWe Group
- Berlin
- Lauffeg
- Augsburg
- Mytheresa.com
- Munich
- Mr Porter
- London
- Selfridges
- London
- Harvey Nichols
- London
- The Business
- Leicester
- Zoo Fashions
- Ilford

**ITALY**
- Anna Ravazzoli
- Milan
- Antonia
- Milan
- Antonioli
- Milan
- Coltorti
- Ancona
- Curciuini
- Livorno
- Delberti
- Naples
- Dell’Oglio
- Palermo
- Enadio
- Ceglia
- Faicchino
- Lucca
- Fidi Folli
- Montoro
- Franz Kafka
- Dobbiaco
- GMB
- Turin

**SWITZERLAND**
- Antonioli
- Lugano
- Tissus
- Geneva
- The Webster
- Miami Beach, FL

**ASIA**
- Ashion
- Tokyo
- Why Are You Here.....?
- Osaka
- CHINA & HONG KONG
- Antoina
- Macau
- I.T
- Xuanwu District, Nanjing
- Joyce
- Hong Kong
- Lane Crawford
- Shanghai
- MIDDLE EAST
- Beymen
- Istanbul, Turkey
- Etolke
- Jeddi
- Saudi Arabia
- Factory 54
- Tel Aviv-Yafo, Israel
- Harvey Nichols Doha
- Qatar
- Harvey Nichols Dubai
- United Arab Emirates
- Harvey Nichols Kuwait
- Al Riyadh, Kuwait
- Le Gray
- Riyadh, Saudi Arabia

**AUSTRALIA**
- Harrolds
- Melbourne
- Lessons
- Perth
- Marais
- Melbourne
- Sneakerboy
- Sydney