Anchoring this corner of Rodeo Drive and South Santa Monica Boulevard for over 40 years was the exclusive men’s haberdashery called Carroll & Company (Carroll & Co.). Clothier Richard Carroll (1922-2003) founded his esteemed men’s clothing store in 1949 after getting laid off as a Warner Brothers Studio publicist and writer. The Hollywood community became a driving force behind Carroll & Company's growth. His store became a cornerstone of fabled Rodeo Drive having served as custom tailors to notable stars such as Frank Sinatra, Gene Kelly, Jimmy Stewart, Gregory Peck, Rock Hudson, Paul Newman, Jack Lemmon, Cary Grant, Clark Gable, and Fred Astaire, as well as director Billy Wilder, studio mogul Lew Wasserman, and presidents Ronald Reagan, Jimmy Carter, and Dwight D. Eisenhower. His clothing company also provided wardrobe to performers in more than 300 motion pictures and TV shows, including both the Humphrey Bogart and Harrison Ford versions of the movie “Sabrina” and popular television shows such as “Frasier,” “Seinfeld,” “Mary Tyler Moore” and “Ray Donovan.”

Carroll & Company was considered the first contemporary men’s store in Beverly Hills; a post-World War II first for the Westside. Carroll’s initial shop was located in a small showroom on the second floor of a Beverly Hills office building owned by Corinne Griffith located at the corner of South Beverly Drive and Charleville Boulevard. Only six months later Carroll moved his shop across the street to a larger ground floor store at 9453 Charleville Boulevard. In 1953, with financial backing from his friends in the film industry he moved his business to a large one-story commercial building with a notable canted entry at the corner of Rodeo Drive and South Santa Monica Boulevard. When Carroll opened the Rodeo Drive store there were few business besides hardware stores and beauty shops. A number of parcels in the area were either vacant or developed with small private homes.

Richard Carroll is credited with helping to establish Rodeo Drive as the iconic shopping destination it is today. He built a client base of celebrities and public figures by adhering to meticulous service, impeccable tailoring, European fabrics and discretion. Carroll later purchased the building at 425 North Canon Drive and moved his clothing business there in 1996. In later years, Carroll’s son John took over the business though it eventually closed its doors in 2019.
Proposed Plaque Copy:
“Richard Carroll, a former Warner Brothers publicist, started his men’s fashion enterprise in Beverly Hills in 1949. The renowned men’s clothier operated at this site for 43 years and helped to establish Rodeo Drive and Beverly Hills’ Golden Triangle as an iconic retail hub for luxury brands. This fine clothier catered to some of Hollywood’s most famous leading men.”

Recommended Placement Location: Within public sidewalk at southeast corner of South Santa Monica Boulevard and North Rodeo Drive, where the canted double door entry was once located.

Photos:

CARROLL & COMPANY, 9453 CHARLEVILLE BOULEVARD AT SOUTH BEVERLY DRIVE, C.1952
CARROLL & COMPANY, 466 NORTH RODEO DRIVE, LATE 1960S

RICHARD CARROLL, 1970S
RICHARD CARROLL AT N. RODEO DR. AND S. SANTA MONICA BLVD, IN FRONT OF STORE

SITE OF FORMER CAROLL & COMPANY STORE