



Office of Communications
City of Beverly Hills
455 N. Rexford Dr.
Beverly Hills, CA 90210-4817
www.beverlyhills.org

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Contact: Therese Kosterman
(310) 285-2456 or (310) 467-1943

City of Beverly Hills to Honor the Late Fred Hayman

Flags will be lowered to half mast

Beverly Hills, CA – The City of Beverly Hills will lower its flags to half-mast in honor of Fred Hayman – Mr. Rodeo Drive – who passed away today. The City will also observe a moment of silence at the April 19 formal City Council meeting.

“The City of Beverly Hills owes a great debt to Mr. Hayman,” said Mayor John Mirisch. “Fred, more than any other person, made Rodeo Drive what it is today and helped define our City as a Mecca of style and luxury. With his impeccable hospitality, sense of style and attention to detail Fred helped turn Rodeo Drive into a destination for travelers all over the world.”

For more than 30 years, Giorgio Beverly Hills and later Fred Hayman Beverly Hills occupied the corner of Rodeo Drive and Dayton Way. Both establishments were a familiar and welcoming boutique for local shoppers as well as many celebrities.

A replica of the entry to Giorgio Beverly Hills, created by the world famous sculptor J. Seward Johnson Jr., was installed at that corner in 2009, a permanent tribute to Hayman’s influence on Rodeo Drive. In 2011 he received a prestigious Rodeo Drive Walk of Style Award.

In addition to his contributions to the business community, Mr. Hayman was a generous supporter of many local groups including the Beverly Hills Chamber of Commerce, Beverly Hills Community Theatre, Beverly Hills CPR, the Beverly Hills Education Foundation, the Beverly Hills Fireman's Fund and the Beverly Hills Police Officers Assoc.

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