

HAUTE LIVING

Haute 100 The most influential people in the world's most entertaining city





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The Max Mara brand is a relevant one, and after 59 years, the fashion house still stands as a beacon of Italian style for today's modern woman.

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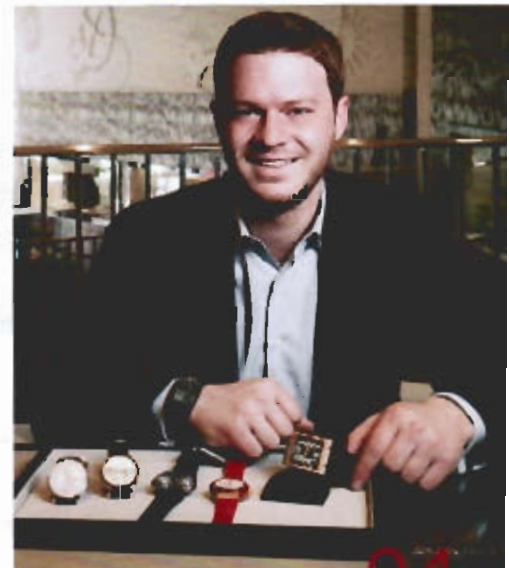
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FRED SEGAL



Category

Entrepreneurs

Industry Fashion

Company Fred Segal

What Makes Him Haute

He founded the trendy Fred Segal boutique in

1960 when he opened the world's first jeans-only boutique. The concept that garnered him success soon expanded into full-fledged fashion haven Fred Segal Santa Monica. The beach location is so massive that they expanded to two buildings across the street from one another, both jam-packed with the latest trends while waiting on celebrity clientele.

HENRY SEGERSTROM



Category Originators

Industry Real Estate

Company C.J.

Segerstrom & Sons

What Makes Him Haute

A managing partner of South Coast Plaza,

and owner of C.J. Segerstrom & Sons, one of the largest real estate empires in California, Henry was integral to the expansion of the Orange County Performing Arts Center (which included the \$200 million Renee and Henry Segerstrom Concert Hall) and the surrounding "arts park" complex.

JOHN SIMONIAN



Category

Entrepreneurs

Industry Watches

Company Westime

What Makes Him

Haute He is owner and CEO of the highly

successful luxury watch boutique Westime, which currently has two locations in West L.A. and on Rodeo Drive, and is opening a second store on Sunset Boulevard. Simonian's signature boutique is a watch collector's dream, featuring brands like Dior, Audemars Piguet, Richard Mille, and the recently added Tiffany & Co. Watch Collection.

WILL SMITH & JADA PINKETT SMITH



Category

Power

Couples

Industry Film/

Television

What Makes Them

Haute The "Fresh Prince" is scheduled

to start filming *Men in Black III* within the next few weeks, while Mrs. Smith continues to star in the TV series, *Hawthorne*, for which she won the 2010 NAACP Image Award for "Outstanding Actress in a Drama Series." Together, the husband-and-wife team has founded the Will and Jada Smith Family Foundation, a charity dedicated to inner-city children and their families.

STACEY SNIDER



Category Thinkers

Industry Film

Company DreamWorks

SKG

What Makes Her Haute

Ranked as one of the 50 most important

women in business, Snider went from running Universal Studios to becoming co-chairman of DreamWorks with Steven Spielberg. The company ended its two-year partnership with Paramount in 2008 and signed a \$1.2 billion deal to produce films with India's Reliance.

STEVEN SODERBERGH



Category Originator

Industry Film

What Makes Him

Haute This producer, cinematographer, and Academy Award-winning director is

best known for the thought-provoking *Traffic*, *Erin Brockovich*, *The Informant!*, *Che*, and the *Ocean's 11* franchise.

STEVEN SPIELBERG



Category

Billionaire

Industry Film

Company Dre

What Makes I

Haute Arguably

world's most

filmmaker, Sp

currently has more than 30 projects including *Indiana Jones 5*, *War Horse* and an untitled Martin Luther King Jr. project.

SYLVESTER STALLONE & JENNIFER FLAVIN-STALLONE



Category Pov

Couples

Industry Film/

Cosmetics

Company Seriesse International

What Makes Them Haute

He is forever Rocky and Rambo, but his recent film *Expendables*, which Stallone wrote, directed and starred in, was the biggest opening weekend of his career. Mrs. Stallone is co-owner of \$1 billion skincare and wellness company, Seriesse International.

FRANK SYMONS



Category

Entrepreneur

Industry Real Estate

Company Sotheby's International Realty

What Makes I

Haute He currently

serves as executive vice president at Sotheby's International Realty in the West and has helped establish more than 100 offices throughout California, including in the Los Angeles area, Santa Barbara, Carmel, Monterey, Ventura, and San Francisco.

Man of the HOUR

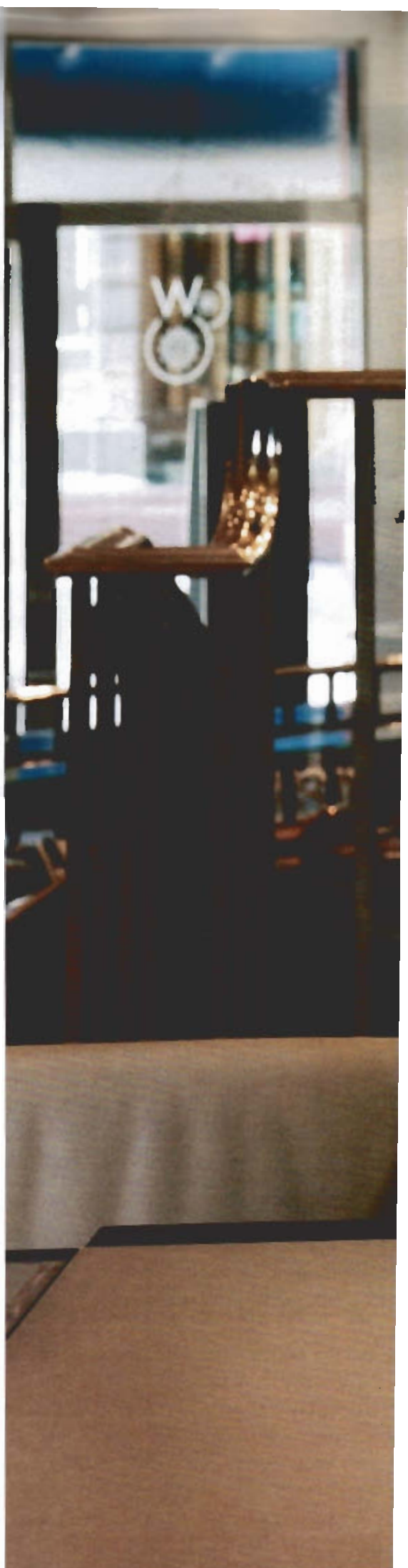
By Chan Tran Huth / Photography by Alexnadra Nataf
WESTIME'S YOUNG PRESIDENT IS TIMELESS IN HIS EXECUTION OF THE LUXURY WATCH RETAIL CONCEPT

At Westime, it's hard to lose track of time, but you will want to anyway. With 50 brands of women's and men's classic and modern timepieces, like Urwerk, Longines, and Audemars Piguet, the luxury watch boutique is where even the most punctual has no concept of time. The store boasts watch names of all price points, such as Richard Mille, which had one of its first introductions into the U.S. market by Westime, and brands you wouldn't find in many other places, such as California-based Nixon. With the company's intuitive strongholds at the forefront of luxury watch retail, there are always new dials, movements, and complications to be encountered.

Not to mention the Westime stores serve as a hangout for many of its customers. President Greg Simonian welcomes the come-in-and-hang-out-with-no-pressure-to-buy vibe and ensures his clients are always comfortable and relaxed enough to want to prop their feet up while sitting across from him at his desk.

"I didn't want to make the store this crazy luxury experience with VIP treatment," Simonian says. "They get all that, but they get it in a very casual manner." Where suits and ties are optional for the salespeople, Westime truly caters to the gentlemen and gentlewomen of leisure. "I don't think our customers want to walk into a stuffy atmosphere," Simonian says. "But we really will go the extra mile, like deliver watches to clients in Dubai, Italy, Russia, and Japan, because that's what they want."

This non-stiff customer service approach—call it California style—is just one of Simonian's executive decisions as a recently appointed president of the company. The 25-year-old has taken over the entire retail operation of Westime from his father, CEO and founder John Simonian, a leader in the watch business who's developed Westime into the most influential, powerful watch retail concept in the world. John's son, however, isn't shirking from the huge responsibilities of this title, which includes managing the two current locations on Pico Boulevard and Rodeo Drive as well as the forthcoming store on Sunset Boulevard. Simonian, who's bringing in new energy and strategies to Westime, is indeed proving to







CELEBRITY WATCH

The L.A.-based high-end watch boutique Westime sees a handful of celebrities in the store daily. Here are Westime President Greg Simonian's watch recommendations for these A-listers:



KOBE BRYANT Richard Mille

BRAD PITT Blancpain or Breguet



MEGAN FOX
Chanel J12

be like Donald John Trump, Jr. and other successors who are triumphant as leaders in their family's establishments.

And with Simonian in charge of retail, his father can concentrate solely on the distribution segment of the company. "After many years of retail, my dad was happy to see someone take over the day-to-day," Simonian says. "I am fortunate to have a father who will give me the space to take the company in the direction I want."

That direction is the first freestanding Westime store on the Sunset Strip. "The street is legendary in L.A.," Simonian says. "Having a store like ours—a destination place—will bring

the traffic back to the strip." As for what we can expect at this new location, much is still confidential. "We haven't finalized the future of the store, but we're looking at all these different projects and venturing into luxury items beyond watches," he says and provides an example with the \$12,900 Roland Iten hi-precision mechanical bel

holding up his pants, a piece that took six months to engineer.

Much like John who accompanied his father to the Swiss factories when he was young, Greg grew up in the watch business. "My first sale was a \$800 Movado watch. I was not yet a teenager."

As Simonian matured, so did the store. "In the beginning we started off selling very low-end watches at our first location in the Westside Pavilion," he explains. "We then expanded into the aspirational luxury Swiss lines. We were one of the first companies to venture into complications—minute repeaters, perpetual calendars, tourbillon, etc. Once the market exploded, a lot of retailers jumped on board. We are always into doing something new and original to set ourselves apart."

But Greg's career as a watch specialist was not always the goal. "I didn't want to work in retail actually," he says. After graduating from high school, Simonian moved to Switzerland to work for Longines and Blancpain for a year. He returned to L.A. though and graduated from Pepperdine University.

"I came back because I love Los Angeles. I'm glad to be doing what I love in the city I love." Outside of work, Simonian still breathes the watch business. "When I wake up in the middle of the night to get a drink of water, I'll check my inbox for e-mails from Switzerland and make those phone calls at 4 in the morning."

Though Westime's president is only a quarter-century year old, he is just as respected as the CEOs and watchmakers he grew up admiring and now works with. However, his esteem extends beyond the watch industry to the city of Los Angeles through his philanthropic work. In June, Simonian with Richard Mille donated a limited edition watch to be auctioned at an event benefitting AIDS Project Los Angeles. Westime also supports causes like After-School All-Stars, Go Red for Women, Child Abuse Prevention Center, and Ronald McDonald House Charities.

It is Westime's presence in the community that has delivered them success since 1987. "We've always had very strong marketing, and we know enough people in the city we're representing," Simonian says. "Why do these brands want to be sold at Westime? Maybe because they know we offer great support to their brands. They know we have to satisfy our customers." ■

"I came back because I love Los Angeles. I'm glad to be doing what I love in the city I love."

-GREG





HAUTE GEMS

Tiffany & Co. Watches Joins Westime Los Angeles

Westime, the exclusive retail destination for men's and women's timepieces gets even hauter with the arrival of the Tiffany & Co. watch collection at the Westime flagship store in Los Angeles.

The new additions consist of four elegant designs. Paying homage to the Atlas Clock that welcomes visitors to the iconic Tiffany's Fifth Avenue boutique, the Atlas watches display bold Roman numerals in classic, yet always fashion-forward styles.

Westime president Greg Simonian welcomes the iconic brand, citing its classic elegance as the perfect complement to the Westime culture. "Tiffany & Co. has always epitomized great taste and classic style that will endure for generations, and its new collection of Swiss-made watches is sure to become a favorite with men and women seeking the classic look—all presented in that unmistakable Tiffany blue box." —*Shekinah Johnson*



THE TIFFANY & CO. WATCH COLLECTION IS AVAILABLE NOW AT WESTIME LOS ANGELES, 10800 W. PICO BLVD., LOS ANGELES, 310.470.1388, WWW.WESTIME.COM.

HAUTE SCENE

Louis Vuitton and Heal the Bay celebrate Louis Vuitton store

Photographer: David Crotty/Patrick McMullan Co.

On August 19, celebs, fashionistas, and socialites gathered to celebrate the opening of the 4,000-square-foot Louis Vuitton boutique at the newly renovated Santa Monica Place shopping center. An after-party was held at the Annenberg Beach House in Santa Monica. The party benefited Heal the Bay, an organization dedicated to keeping the oceans, bays, and waterways of Southern California healthy and clean.



Celebs Celebrate FRENCH CONNECTION Fall 2010 Collection

Photographer: Albert Michael

On August 17th, celebrities like Lo Bosworth, Jamie-Lynn Sigler, Mark Salling (who celebrated his birthday), and Mario Lopez with girlfriend Courtney Mazza, celebrated FRENCH CONNECTION Fall 2010 Collection debut at Soho House in West Hollywood benefiting the Art of Elysium.

Celebs enjoyed a lively performance by Samaire Armstrong's spooky-pop band, Radio Attractive. Music by DJ Brent Bolthouse and DJ Tony Martinez had celebs dancing all night. L.A.'s VIP guests personalized their blackberries and iPhones at the Coveroo Customization station while sipping Svedka cocktails and enjoying flowers by "Designed... Floral Art Studio" of Jay Michael Designs