

LOS ANGELES CONFIDENTIAL

THE FOOD ISSUE



Millio
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TREND SPOTTERS

Redefining the art of luxury collecting

JOHN SIMONIAN A GLOBAL PERSPECTIVE ON SETTING TASTES

abled watch importer and distributor, Jo' Simonian of West-time is set to conquer another retail frontier with the launch of an innovative flagship store later this year. As one of the most influential people in the watch world, Jo' thoroughly understands the complicated art of selling time. For more than three decades, he's imported the world's most exclusive and highly sought-after timepieces. His new store on Sunset Plaza will add a new dimension to shopping and an ultra-exclusive inventory. "Instead of providing our clients with just watches, we will provide them with a lifestyle." Personally searching the globe for new products, Jo's seasoned eye



ADAM GROSS CONCEIVING THE FUTURE OF ART IN LOS ANGELES

Art Platform, under the direction of Adam Gross, aims to invigorate the art business in Los Angeles via a three-day art fair that will secure L.A.'s central place on the global art map. Creating a destination art fair is exactly what Adam intends for Art Platform. As executive director, his ambitious vision considers the long term. "I expect Art Platform to act as a catalyst to help Los Angeles evolve from a great art production capital to a great arts capital." While there is important institutional support as well as passionate and dedicated collectors, there just needs to be more of both, argues Adam. Art Platform's purpose is to galvanize those collectors by aggregating dozens of galleries in one location, surrounding them with seminars and events. "It's time for us to bring it home, to do business on our own turf and stimulate the arts economy in Los Angeles." At his disposal is the expertise of Art Platform's parent company which also produces New York's annual Armory show. "I want people to be hooked by this fair and to experience everything from massive historic paintings to the latest street artist." He expects Art Platform to encourage art ownership and an increased sense of hometown pride: building momentum for the future of art in Los Angeles.

DOWNTOWN LIVING

Revitalizing L.A.'s Arts District

CHEF JEREMY BERLIN A RISING STAR MAKING A CULINARY STATEMENT

At street level, the acclaimed restaurant Church & State anchors a lively enclave where Chef Jeremy Berlin energizes and elevates the Arts District dining scene to new culinary heights. "Downtown's come a long way and it's just getting better," asserts Chef Jeremy of the wildly popular upscale French bistro Church & State. He should know. He serves artists and the city's power brokers alike from his unique vantage point: a street-view open kitchen that allows him to easily interact with customers, whether nearby loft-living regulars or serious bold names like Ryan Gosling, Ben Harper and downtown power players, including the mayor.

A next generation kind of chef, he is totally hands-on, executing refined modern bistro fare in the most untraditional of settings—a former factory loading dock. The vibe is part Paris, part NYC Meatpacking District defined by exposed brick, high ceilings and vast plate glass windows looking out onto historic Industrial Street. And Chef Jeremy fits right in to the culinary hot spot, refining the nightly offerings and guaranteeing the restaurant's already stellar reputation among local foodies. The Arts District's denizens embrace the restaurant's casual atmosphere, too. "We fit in really well with the area; I love that it's a loud, boisterous, enjoyable time."

YUVAL BAR-ZEMER KEEPING AN EYE ON HISTORY

Developer Yuval Bar-Zemer has been a driving force behind the development of downtown's once forgotten southeastern edge: converting neglected factories and warehouses in the Arts District into contemporary live/work spaces now in style with the city's creative elite. Yuval describes the groundbreaking Toy Factory Lofts' conversion in 2001 as an adventurous project, seemingly close to impossible to complete due to hurdles from city planning to financing. Regardless, the building was a hit and sold out almost immediately. "Initially buyers saw the attraction: a great place to live in big open spaces not like a cookie cutter property." Early urban pioneers like Yuval have since been joined by a wave of start-up businesses and today, more established businesses that appreciate downtown's unique dynamics. In addition to developing the Biscuit Company Lofts and renovating an early 1900s-era warehouse into creative space, he's taken over another project, a collection of converted warehouses surrounding a mini-park. Next up, he's pursuing a personal quest. Liking himself to a modern day Don Quixote, he's actively lobbying to preserve the historic and marvelous Sixth Street Bridge slated for demolition. "It's a big experimental lab down here. I feel like I'm harvesting this entrepreneurial spirit of people coming to downtown with new ideas."



1 1/2 parts Stoli Vanilla
1/2 part elderflower liqueur
1/2 part fresh lime juice
1/2 part Monin honey syrup
2 thin slices red chili pepper

Place all the ingredients into a shaker filled with ice. Shake vigorously Double strain into a chilled martini glass. Garnish with a red eye chili sitting on the edge of the glass.



1 1/2 parts Stoli Ohranj™
1 small thread of dill
1 part fresh carrot juice
1/2 part fresh lime juice
1 bar spoon agave syrup

Muddle dill in a highball glass. Combine the rest of the ingredients and shake well. Strain over ice and add splash of club soda. Garnish with lime and orange slices.

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REINVENTING FASHION

Classic makes a comeback

CAMERON SILVER A CONNOISSEUR OF VINTAGE COUTURE

Fashion forward now means looking back. Cameron Silver has set new standards in vintage fashion retailing, making classic design cool. If everything old is new again, then Cameron is the man who has made it so. When Cameron opened his vintage clothing atelier Decades in 1997, it was still considered socially unacceptable to wear used clothing. It certainly was never worn on Hollywood red carpets. Today vintage couture is as coveted as the latest runway pieces. Cameron was instrumental in changing stylists and A-list celebrities' attitudes. "Decades looked at vintage clothes in a modern way," explains Cameron who encourages fashionistas to build a col-

lection of one-of-a-kind clothes and accessories. Self-described as a curator, "The collection at Decades is so edited; that's why it's worked, there are no mistakes." The appeal is that each is unique. "If it was good 50 years ago, it's even better now." One unexpected aspect to promoting vintage couture: Cameron's efforts have come to be recognized for not just preserving historical pieces but also as a remarkable "green" business. This pinpointed focus on style has had an effect. "Los Angeles is the fashion capital of the world: We export the most profound visuals (by red carpet and candid paparazzi shots), which influence the way people dress worldwide."



MATT GOSS EN VOGUE ON-AND-OFF STAGE

A hit recording artist at the early age of 19, singer/songwriter and musician Matt Goss proudly embraces classic fashion and wears it well. His fashion mantra: Swaggy makes everything sexy. "When you own what you're wearing you feel good," declares Caesars Palace headliner Matt Goss. His weekend showcases at The Gossy Room in Las Vegas are known for their well-dressed audiences, no doubt inspired by Matt's own polished look. Although conscious of the latest style trends, Matt embraces classic elements to supply visual punch. "You don't have to spend thousands on one outfit." Shopping vintage stores, eBay and flea markets he creates his personalized and bespoke looks. When onstage, Matt wears a tuxedo (his armor) that evokes Cary Grant, accessorized with some retro touches: a 1930s treble clef stick pin in his lapel, vintage Cartier cuff links and bow tie that he ties himself. "I tie my own tie so the look isn't too perfect. Irregularities add personality." That individual statement can be as subtle as an immaculately tailored suit or a pair of wildly colored socks. "Details are everything," he adds. Why the devotion to vintage? "In certain periods we got it right; the French cuff dress shirt is one example because why wouldn't a man wear cuff links if he could?"