



## BEVERLY HILLS SHOPPING

As the ultimate upscale shopping destination, [Beverly Hills](#) houses the world's most sought-after labels, sprinkled up and down the legendary Rodeo Drive strip and beyond. The Golden Triangle, bound by Santa Monica Boulevard, Wilshire Boulevard and Rexford Drive, boasts one of the most glamorous retail districts in the world, filled with jewelers and international fashion designer boutiques and flagship stores.

## RODEO DRIVE

Rodeo Drive maintains its reputation as a destination synonymous with luxurious, world-class shopping, thanks to stores from timeless marques like [Tiffany & Co.](#), [Prada](#), [Gucci](#), [Valentino](#) and more. The street also includes the quality craftsmanship of [Goyard](#) and [Coach](#) leather goods and the opulent sparkle and shimmer of [Cartier](#). [Two Rodeo Drive](#), the Golden Triangle's central landmark, unfolds along a European-style cobblestone street creating an elegant environment to browse the likes of [Versace](#), [Jimmy Choo](#) and [Lanvin](#). Those with a taste for the private shopping experience can enjoy personalized service at [Tiffany & Co.](#)'s third floor private salon, which looks especially dazzling after the Rodeo Drive flagship's recent 18-month renovation. At [Louis Vuitton's](#) Beverly Hills flagship, "VICs" (Very Important Clients) are welcomed into a sitting room and outdoor patio to sip champagne as they shop, while the [Burberry](#) Penthouse and [Saint Laurent](#) VIP suite give high spenders access to terraces with sweeping views of the shopping mecca.

## BOUTIQUE

Dotted throughout The Golden Triangle, chic and sophisticated boutiques add another layer of opulence to the Beverly Hills shopping experience, showcasing distinct luxury products and trend-setting styles.

Establishments such as [Theory](#), [AllSaints](#) and [maje](#) attract shoppers looking for one-of-a-kind pieces and innovative designs. Additional boutique shops include [COS](#) and [Scotch & Soda](#). Visitors can now shop women's bohemian clothing with a Parisian flair at [ba&sh](#) on Beverly Drive, the world's finest lingerie and loungewear at [HANRO of Switzerland](#) or luxurious scents at [The House of Creed](#), which offers privately owned fragrances that have been producing these fragrances for over six generations.

## DEPARTMENT STORE ROW

Department Store Row, running along Wilshire Boulevard, culminates retail titans known for hosting the finest designer brands throughout elegant and sprawling shopping palaces. From men's and women's clothing to designer fragrances, shoes and handbags, [Barneys New York](#), [Saks Fifth Avenue](#) and [Neiman Marcus](#) offer an all-encompassing destination for opulent shopping.

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