

OnlyRoses[®]

THE WORLD'S FINEST ROSES

The most Instagrammable store in Los Angeles

The OnlyRoses Beverly Hills boutique is unlike anywhere you've ever been.

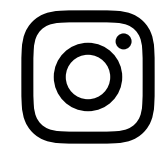
Its Italian design is reminiscent of old Hollywood Regency. Designed by star architect Roberto Baciocchi, whose clients include Prada and Miu Miu, OnlyRoses in Beverly Hills is 550 square feet of utter opulence.

The black-and-white runway flooring is contrasted with jewel-toned painted walls and lacquered vitrines with brass accents. The latter displays picturesque booths showcasing the World's finest fresh roses, along with their real roses that last a year without water.

Hollywood isn't just the theme but also the clientele: Madonna, Molly Sims, Zac Posen, Gwyneth Paltrow, Miranda Kerr and Quincy Jones are all customers.

With interest spiking the OnlyRoses boutique in Beverly Hills is the veritable hotbed to take that perfect Instagram shot in LA.

Here is a quick look at just a few of our favourite influencers stopping in to smell the roses.
















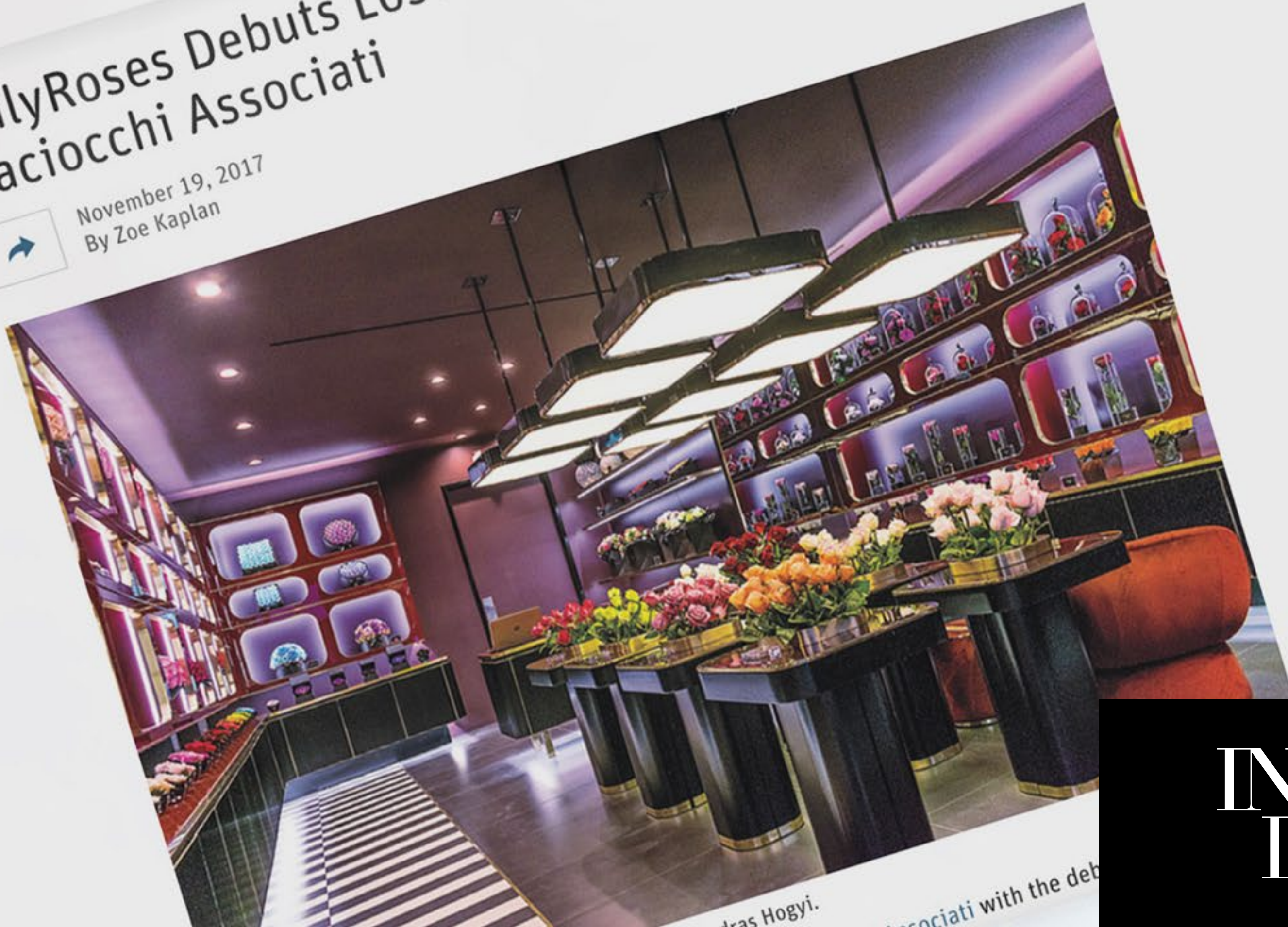




Below you can find all our latest
press features showcasing not
only the beauty of our products
but the charm and elegance of
the store itself.

OnlyRoses Debuts Los Angeles Outpost by Baciocchi Associati

November 19, 2017
By Zoe Kaplan



LIVING > HOMES

The Roses That Might Last Longer Than Your Relationship

FEBRUARY 14, 2018 1:44 AM
by RACHEL MARLOWE



love but

From *À la folie... pas du tout* (2002)
Photo: Everett Collection

"A rose is a rose" Gertrude Stein wrote, referencing not the notion that things are often simply anyone?). But when



Pret-a-Reporter Powered by: The Hollywood Reporter & Billboard
FASHION WEEK BEAUTY RED CARPET RETAIL REPORT

MADONNA-LOVED FLOWER SHOP ONLYROSES WILL OPEN ITS FIRST U.S. BOUTIQUE IN BEVERLY HILLS

8:50 AM PDT 8/2/2017 by Ingrid Schmidt



Courtesy of Si West/OnlyRoses
OnlyRoses Fleurs du Vin bouquet of 55 long-lasting InfinitesRoses in an aluminum champagne cooler with leather handle, \$1235.

Real roses that last up to a year to bedeck your Rolls Royce or jet? Check!

... rose is a rose is a rose. Unless, of course, it is a supersize rose from the London-based florist **OnlyRoses**, which claims that its blooms "last longer than any other roses on the planet." Let's just say that if they are good enough for Madonna (a regular who has ordered bouquets to deck out her dressing room backstage at London's O2 Arena), they are good enough for us.

...ner Janie Bryant, Warner

Simon



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Catherine THE GREAT

Catherine Zeta-Jones Reveals Her Fondest Beverly Hills Memories

Plus

The Golden Triangle's Guide for Shopping, Dining, Culture & More

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FLOWER POWER

IN FULL BLOOM

This September, luxury gifting brand **OnlyRoses** (only-roses.com) opened its first U.S. boutique, right on Brighton Way. Husband-and-wife team Anian and Sabine Schmitt started the company—which specializes in fresh-cut roses in 250 varieties and Infinite roses that last up to a year—10 years ago in London, and have since expanded globally. “Our vision from the start was to create a unique retail concept... unlike any traditional florist,” says Sabine. “We knew that if we were going to specialize in one thing, only roses, they’d have to be the world’s finest.” After extensive research, the couple soon found what they were looking for in Ecuador. “The volcanic soil is rich in minerals; the climate is perfect, with sunshine during the day and cold temperatures at night,” says Anian. “These conditions allow the roses to grow very tall, with beautiful large bulbs and in amazing colors.”

Setting off the blooms is the striking boutique, designed by Italian architect Roberto Baciocchi's firm Baciocchi Associates (best known for his shop designs for Prada, Miu Miu and La Perla). Graphic black-and-white flooring complements sleek, lacquered cabinetry and displays in eggplant, black and burgundy with brass accents. Impressive arrangements in surprising colors will draw in window shoppers, especially when they see this season's standouts. “The past favorite, pastel, or muted pink, [has been] replaced with jeweled colors: Reds, purples, dark cerise and lime are all very en vogue,” says Sabine.

To celebrate the opening, OnlyRoses partnered with United Friends of the Children, an L.A.-based nonprofit devoted to supporting foster youth, on a bouquet available exclusively at the Beverly Hills boutique. Consisting of four varieties, the fresh-cut, hand-tied arrangement (\$150-\$325) is available in four sizes, and 50 percent of gross sales will be donated to the organization. “L.A. is very fortunate to now be home to Sabine, Anian and the OnlyRoses team,” says Kara Allen Soldati, president and CEO of United Friends of the Children. “Their beautiful roses and generosity are unparalleled.” —*Lara*

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ETERNAL FLAME

COMMON SCENTS

When it comes to fine fragrance houses, few have the rich history and exclusivity of Krigler. Founded in 1879, the European brand is known for its luxe scents that are handcrafted from the finest ingredients, and is lucky to call Audrey Hepburn, Grace Kelly and Adriana Lima as both past and present fans. While the company may best be recognized for its Chateau Krigler scent (100 ml for \$365), it's the customizable perfume program (from \$50,000) that's truly a standout. In addition to perfumes, Krigler manufactures fine soaps and candles, which are influenced by some of its most popular scents.

This season, the brand introduced an L.A.-inspired candle, **Charming California 215** (\$105)—a clone of its popular fragrance of the same name that has notes of conaneder, orange blossom, green tea and more. “Our clientele requested that this perfume be turned into a scented candle,” explains Ben Krigler, fifth-generation owner of the company. “Charming California 215 is one of our best-sellers and is inspired by the jacarandas trees of Los Angeles.

It's about healthiness, coziness, and feeling happy and good. Like Californians, it keeps you always looking at the upside.” *Four Seasons Hotel Los Angeles at Beverly Hills*, fourseasons.com/losangeles; krigler.com —Meg McGuire



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Angel



SHINING MOMENT

Diane Kruger's Role of a Lifetime

BEST OF LOS ANGELES
A Curated Guide to the City's Good Life

CHAMPION STYLE
Fashion's Athletic Mood

WATER WORLD

Rosewood Mayakoba Celebrates Its 10th Anniversary

Jenny Cipoletti's Lust-Have
One-On-One With
Barry's Bootcamp CEO
Joey Gonzalez & More

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BEST LUXURY FLORIST

"Our vision from the start was to create a unique retail concept unlike any traditional florist," says Sabine Schmitt, the co-founder of luxury gifting brand **OnlyRoses** (only-roses.com), which opened a stunning boutique in Beverly Hills late last year. Along with her husband, Anian, Sabine did extensive research to find the world's finest roses, and eventually unearthed them in Ecuador. "The conditions [there] allow the roses to grow very tall, with beautiful large bulbs in amazing colors," she says. Along with fresh-cut blooms, visitors to the Brighton Way shop will find the brand's exclusive Infinite Roses (\$80 to \$1,950 plus)—preserved flowers that can last up to a year without water—in a variety of chic arrangements. Says Sabine: "[They are] the perfect gift that lasts."



MOST LUXURIOUS WINE STORAGE

Oenophiles, your wine sanctuary has arrived. Sam Bialosky is elevating the wine storage market with **The Cellar Beverly Hills**, a posh recently opened locker facility and concierge service that will do everything but drink your wine for you. "I found the storage options in L.A. to be inadequate," explains Bialosky. "I had an idea that we would provide a high level of wine storage that was completely convenient." Not only does The Cellar protect (think military-grade security with 24-hour surveillance) and house massive wine collections in curated lockers, but the company will also deliver and decant your wine, and keep a live inventory of your personal collection. Clients receive 24-hour access to its vino. Rook for collections as small as 48 bottles. *Look*

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ST. HELENA
BRANCHING Out

"It's looser in the best possible way," says chef Christopher Kostow of **The Charter Oak**, his highly anticipated restaurant with business partner Nathaniel Dorn that opened in Napa this summer. Kostow is a man known for his deft hand, exacting techniques—and the three Michelin stars he's received at the acclaimed **The Restaurant at Meadowood**. Now, he is flexing a different sort of culinary muscle in a historic building located in St. Helena, with chef Katienna Hong, who worked alongside him as chef de cuisine at **The Restaurant**. With a hearth-centric kitchen and a beautiful farm table that "pulls the kitchen out," **The Charter Oak's** convivial atmosphere extends to outdoor seating under mature mulberry trees. Whole-animal cooking and shared family-style service do not compromise quality ingredients or preparation, making for a deliciously simple, seasonal menu. 7050 **Charter Oak Ave.**, St. Helena, 707-762-6906; thecharteroak.com.



SAN FRANCISCO
Stay Right

"The city is our muse in everything, from the palette and materials to local artists and influences," says interior designer Kelly Wrasidlo of her latest major undertaking with the Kor Group's **Proper** brand to update the urban luxury hotel—a genre that always needs reinvention. In addition to the glam **Hollywood Proper Residences** tower, the group recently unveiled 137 rooms and suites and four hospitality venues in its San Francisco flagship property, a seven-story **Bauhaus** building on Market Street. Look for **Proper Hotels** to debut a gussied-up historic **Downtown L.A.** building in 2018 and a **Santa Monica** gem in 2019. San Francisco **Proper Hotel**, 1100 Market St., S.F., 415-735-7777; properhotel.com.

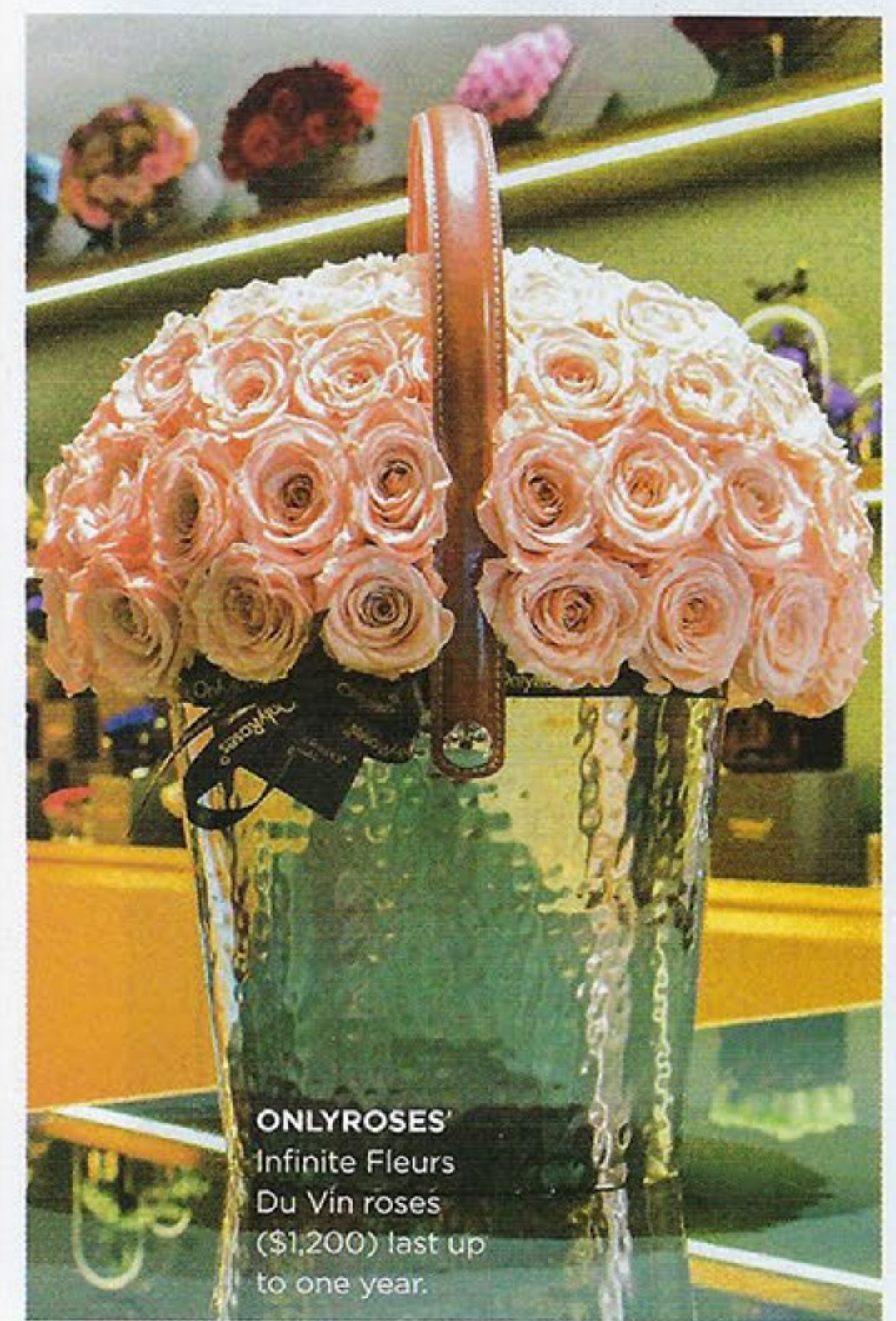


BEVERLY HILLS
Coming Up Roses

Ten years ago, Sabine and Anian Schmitt's search to find the most vibrant roses in the world ended in Ecuador, known for its ideal growing conditions and high social and environmental standards. Today, the Schmitts still source the Ecuadorian blooms for their buzzy floral and gift business, **OnlyRoses**, with locations in London, the Middle East and their first U.S. outpost, newly opened in Beverly Hills. Designed by architect Roberto Baciocchi (known for his Prada and La Perla store designs), the new boutique reflects old Hollywood glamour in a black, white and eggplant palette with brass detailing. **OnlyRoses'** devoted clients already include the likes of Hermès, Dolce & Gabbana and Cartier. 9631 **Brighton Way, B.H.**; only-roses.com.

FRESH Picks

L.A.-based jewelry designer **Rebecca de Ravenel** created **The Flora**, a set of hand-embroidered organza-and-silk statement earrings in six bold hues, to accompany **Johanna Ortiz's** emphatically festive **Resort 2018** collection. Available Oct. 6; rebeccaderavenel.com.



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Though you may not be able to see the difference

LIVE



LONG LASTING ROSES OnlyRoses

MORNING NEWS



TRAFFIC

by Rd (CA-192) and E Camino Cielo - Flooding - road closed - due to mudslides



55°

6:44A

OnlyRoses®

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9631 Brighton Way

Beverly Hills

CA 90210

Tel: +1 424 278 1111

www.only-roses.com