

Mall Teams With Rideshare Service to Drive Sales

TRANSPORTATION: Lyft will get special service zones at Beverly Center.

SHOPPING at the Beverly Center in Beverly Hills and need a Lyft? The shopping mall and the ridesharing service announced last week that they have partnered up in a deal they hope will encourage shoppers to take Lyft to and from the retail center. The partnership marks the first time Lyft has partnered with a mall.

Susan Vance, Beverly Center's marketing and sponsorship director, said the goal was to bring a more enhanced shopping experience for its customers.

"Ridesharing is in great demand and we're excited to bring this convenience to locals and tourists wanting to visit the center," she said in a statement.

The partnership means there will be designated Lyft Zones – locations where drivers can easily pick up and drop off customers – at the Beverly Center. The zones will be marked with Lyft signage and be located near the shopping center's valet parking entrance.

New customers who download the Lyft app and request a ride to the center will receive \$20 off their first ride with the code "Beverly."

While this is a first for Lyft and the Beverly Center, it's not the first time a local mall has partnered with a ridesharing company. It is, though, the first long-term arrangement. Last year, real estate development firm **Caruso Affiliated** offered shoppers free rides from Lyft competitor **Uber** to its upscale shopping centers the Grove and Americana at Brand, but that offer lasted only through the holiday shopping season.



Curator: Designer Nadia Geller in her newly expanded Arts District boutique.

Arts District Expansion

Interior designer and former TLC reality star **Nadia Geller** changed things up at her store, **Nadia Geller Designs Market**, in downtown Los Angeles.

The designer recently reopened her store in the Arts District after expanding it from 200 square feet to 1,000 square feet.

The space was formerly home to Geller's design staff and studio, and had a small retail space. The market now encompasses the entire space.

Geller said the market is a creative outlet for her and her team and with a larger retail shop it can offer a wider selection of product and brands.

"This market is my version of a curated Parisian flea market where you can find something unexpected for \$20 or \$2,000," she said.

Shoppers will be able to find custom furniture and upholstery, home accessories, candles, soaps, and local jewelry and artwork.

Geller said it was a good time to expand her retail footprint in the increasingly hip neighborhood.

"The Arts District is really booming and we're seeing a major increase in foot traffic that we want to capitalize on," Geller said. "There are so many great restaurants, coffee shops and galleries, but the neighborhood is really missing a homey, eclectic shop."

The store will also change its product offerings by introducing limited-edition collections and hard-to-find brands. Once a month, it will also host weekend workshops for those wanting to learn about topics such as wood art, floral arrangements and macramé. Book signings and appearances by local artists are also planned.

Revolving Doors

London West Hollywood hotel opened Rooftop West, an outdoor dining and cocktail bar, on the hotel's tenth floor this month. ... Chinese restaurant **Triple 8 China Bar & Grill** opened at downtown's L.A. Live this month. ... Dodger Stadium announced it has added Northridge baked goods brand **Lenny & Larry's** to its roster of concession snacks. ... Pet retailer **Kriser's Natural Pet** opened a

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location in Venice last week. ... Luxury watch and jewelry retailer **Westime Beverly Hills** moved its Beverly Hills showroom to the top floor of Via Rodeo. The 2,000-square-foot location offers 40 different brands, a seating area and espresso bar. ... **Picology Pizzeria** opened an outpost this month in Monrovia, its 29th Southern California location. ... **King Harbor Brewing Co.** in Redondo Beach opened its Waterfront Tasting Room this month. ... **Mosaic Hotel** in Beverly Hills will be reopening its 49-room property next month after a renovation. ... **Verizon Wireless** will be opening a retail concept next month at Santa Monica's Third Street Promenade. Among the shop's offerings will be a program that lets customers create their own phone cases. ... Chef **Maire Byrne**, founder of **Thyme Café & Market** in Santa Monica, will be opening a second restaurant in the city called **Local Kitchen & Wine Bar** in August.

At Your Service

Real estate development firm **Caruso Affiliated** in L.A.'s Fairfax District has named **Melissa Cabot** senior vice president of marketing. Cabot previously served as head of Cabot Consulting in Los Angeles and New York.

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