



CITY OF BEVERLY HILLS
455 N. Rexford Drive
Beverly Hills, CA 90210
4th Floor Conference Room A

Beverly Hills City Council Liaison / Branding and Licensing Committee

SPECIAL MEETING HIGHLIGHTS

Thursday, July 23, 2020
4:00 PM

MEETING CALLED TO ORDER

Date / Time: July 23, 2020 / 5:00PM

IN ATTENDANCE: Councilmember John Mirisch, Councilmember Lili Bosse, Deputy City Manager Gabriella Yap, Marketing and Economic Sustainability Manager Laura Biery, Executive Assistant Adrienne Tarazon, Anto Beverly Hills, A S Novelty Inc., Mike Amiri of Amiri, Thomas White.

1) Public Comment

Members of the public were given the opportunity to directly address the Committee on any item listed on the agenda.

- Thomas White provided input on both agenda items.

2) Request for Use of City Shield for Novelty Items by the owners of Anto Shirts and A S Novelty, Inc.

- Anto Beverly Hills and A S Novelty Inc. requested an exclusive license to use the Beverly Hills Shield for a series of souvenirs and other novelty items to be sold at various physical locations and an online store.
- It was not recommended for Council to provide an exclusive licensing agreement as the Beverly Hills Conference and Visitors Bureau also has a license agreement to be able to sell similar novelty and souvenir items.
- Currently, the Beverly Hills Conference and Visitors Bureau sells souvenir and novelty items both online (www.lovebeverlyhills.com) and at the Beverly Hills Visitors Center.
- Anto Beverly Hills and A S Novelty Inc. were interested in using the Beverly Hills Shield for a variety of novelty items such as key chains, clothing, mugs, magnets, etc.
- Council liaisons reviewed the proposal and declined the exclusive license request.

3) Request for Use of City Shield for Apparel Items by Amiri

- Atelier Luxury Group dba Amiri ("Amiri") requested to use the Beverly Hills Shield on a series of apparel items to be sold on its online shop and Amiri flagship store that will open in Fall 2020 on Rodeo Drive.
- Amiri is interested in using the Beverly Hills Shield on a series of apparel items. The Beverly Hills Shield would be featured on a series (but not limited to) of tees, hats, and sweatshirt. This collection features the Beverly Hills Shield in front of the Amiri logo.
- The distribution plan features Amiri's flagship store on Rodeo Drive and online store only. The items proposed for use of the Beverly Hills Shield include the following:
 - Hat (MSRP \$320)
 - Short Sleeve Tee (MSRP \$390)
 - Long Sleeve Tee (MSRP \$450)
 - Sweatshirt (MSRP \$690)
 - Hoodie (MSRP \$790)
- Deal Points:
 - Permission fee: \$10,000 non-refundable advance recoupable against royalties
 - Term: 1 year and 3 months (9/1/20 – 12/31/21)

- Territory: Amiri flagship store Rodeo Drive and online store
- Royalty: 8% of gross retail sales
- Retail Price: \$320 - \$790
- Council liaisons reviewed and approved the proposal.
- Staff was directed to finalize the agreement and move forward with presenting proposal to entire City Council for approval.

ADJOURNMENT

Date / Time: July 23, 2020 / 5:00 PM