

TRAFFIC

L O S A N G E L E S

Since 1977, Michael and Sara Moldovan have established themselves as a major fashion influence on the Los Angeles scene. The couple opened their first clothing boutique on Hollywood Boulevard and the store quickly became a destination for up and coming young Hollywood. After moving to the newly opened Beverly Center in 1984 under the moniker TRAFFIC LOS ANGELES, their selection of emerging European designers quickly made TRAFFIC the go-to destination for musicians, celebrities, actors, and costume designers.

Today, the Moldovan's instinctive ability to spot and support new trends and talent has earned TRAFFIC both an unrivaled relationship with designers and a loyal industry clientele. This devoted clientele includes style leaders, influencers, stylists, and industry insiders from the world of music, film, and television. Thanks to their instincts and close connections with designers and customers, TRAFFIC has maintained its position at the forefront of Los Angeles' brick and mortar retail destinations. "Customers come to TRAFFIC LOS ANGELES because they still want to enjoy a unique shopping experience." says Sara, "True fashion lovers still enjoy a visually stimulating, colorful, and tactile experience. You just can't get that same feeling shopping online; it's a completely different experience." TRAFFIC is credited with being among the first West Coast stores to carry Dolce & Gabbana, Alexander McQueen, Paul Smith, Vivienne Westwood, Moschino, Dsquared2, and Off White. The store has been a trusted source for generations of customers seeking out everything from unique red carpet pieces to high-end streetwear. "We are always looking for the best eye-catching pieces and most innovative collections," says Sara of their approach to buying. "We are always on the search for new designers and carry a differently curated selection than other stores internationally."

The Moldovans have significantly expanded their business into a leading fashion force with locations in The Joule Hotel Dallas and in Los Angeles' Beverly Center.

As part of the reimagination of Beverly Center, TRAFFIC LOS ANGELES is moving into a new 6000 sq ft space and appointed Tom Dixon's Design Research Studio for the store design. TRAFFIC will maintain its aesthetic while creating a modern and functional infrastructure for their ever-changing merchandise presentation. "TOM DIXON'S design aesthetic was a "love at first sight" experience for us," say the Moldovans. "We completely believe in their ability to make our vision of a new and modern TRAFFIC come true."

The new space will feature two mirror-polished fluted stainless-steel entrances to create an impressive sense of arrival. Bold glazed windows will allow in light and once inside, customers can expect TRAFFIC's signature concrete foundation complimented by an array of striking groupings of Tom Dixon's iconic pendant lighting. The interior is divided by a sculptural central spine below a sprawling mirrored ceiling. In contrast to the hard-architectural shell, a soft, fluted, recycled leather backdrop wraps into a series of changing rooms. Each is divided by 11 foot circular suede curtains that when open, expose a luxurious hidden cluster of pendant lights.

Beverly Center has always been one of Southern California's premier fashion destinations. With over 100 distinctive specialty boutiques and restaurants it reflects the diverse styles, tastes, and culture of Los Angeles. TRAFFIC holds the distinction of being the longest continuously operating tenant in Beverly Center. "I have always believed in looking forward," says Sara of TRAFFIC LA's next phase. "I loved our old store but I'm incredibly excited about its rebirth in the new location."

TRAFFIC LOS ANGELES IS LOCATED AT

Beverly Center, Level 6
8500 Beverly Blvd.
Los Angeles, CA 90048
Phone: (310) 659-4313

MONDAY-FRI 10AM-9PM,
SATURDAY 10AM-8PM
SUNDAY 11AM-6 PM

<https://shoptrafficla.com/>

DESIGNERS

Alexander McQueen
Ann Demeulemeester
Alexander Wang
Balmain
Carbon & Hyde
Comme des Garçons
Daniel Patrick
Dodo Bar Or
Dolce & Gabbana
DSQUARED2
Faith Connexion
FRAME
Gareth Pugh
Garçons Infideles
GRLFRND
Haider Ackermann
Isaac Sellam Experience
IRO

Isabel Marant
Jerome Dreyfuss
Junya Watanabe Man
Juun. J
Kenzo
KTZ
L'equip
Lords & Fools
Marcelo Burlon
Moschino
Most Heard Rarely Seen
MM6 Maison Margiela
Neil Barrett
Off-White
Palm Angels
Paul Smith
Phillipp Plein
Purple

R13
Raquel Allegra
Raf Simmons
Represent
Rick Owens
Roman Paul
Shylee Rose
Thom Browne
Thom/Krom
Unravel Project
Valas Los Angeles
Versace
Vivienne Westwood
Xirena
Y-3
Yohji Yamamoto

ABOUT BEVERLY CENTER

Beverly Center is Southern California's premier fashion destination with more than 100 distinctive specialty boutiques reflecting the diverse styles and tastes of Los Angeles, including a paramount portfolio of luxury retailers such as Burberry, Dolce & Gabbana, Fendi, Gucci, Louis Vuitton, Prada, Saint Laurent and Salvatore Ferragamo. The Center is anchored by Bloomingdale's and Macy's. The unique assortment of point-of-difference stores like COS, Henri Bendel and Traffic, paired with the expanded fast fashion collection comprised of Uniqlo, H&M and XXI Forever and contemporary brands Sandro and Maje make Beverly Center the ultimate shopping experience.

ABOUT TOM DIXON STUDIO

We design, develop and sell extraordinary objects and spaces for everyday use. The latest chapter of Tom's design journey began in 2002 when he left corporate life to create his own eponymous brand as a platform for a series of new adventures in the design of products and interiors.

15 years on, Tom Dixon is now widely celebrated global force in interior design with our own hubs in New York, Hong Kong, London, Los Angeles and Tokyo. Our 600 products range from lighting to furniture, from tableware through to fragrance and are distributed in over 65 countries; they are instantly recognisable for their sculptural qualities and engineered materiality.
tomdixon.net | @tomdixonstudio

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