



LA CIENEGA DESIGN QUARTER

LEGENDS 2017: YOUR TRUE COLORS ANNUAL LCDQ EVENT THEMED TO DESIGN AND DIVERSITY

(Los Angeles, February 21, 2017) – The La Cienega Design Quarter’s ninth annual **LEGENDS** extravaganza, billed as the Coachella of the design world and one of the most anticipated design happenings in the country, is set to take place May 9 to 11, 2017. Thousands of design aficionados will flock to West Hollywood for 3 days of keynotes, discussions, book signings and social events on the theme **Your True Colors**.

Famed international photographer and global nomad Miguel Flores-Vianna along with designers who were to the manor born, Aerin Lauder from New York and Palm Beach, Ashley Hicks from London, and Alexa Hampton, will join with Editor in Chiefs Michael Boodro of *Elle Decor*, Sophie Donelson of *House Beautiful* and Pamela Jaccarino of *Luxe Interiors + Design* to cover a rainbow of topics. Among them:

- Walls of White: Breaking Down a Dominant Color
- The Immigration of Design: Design Influences From Around The World
- Going Green: Top Designers That Carry Green Cards
- Floral Expressions: Incorporating Pastels into Design, with Aerin Lauder
- Pink Power: The Feminine Touch in Design
- 50 Shades of Grey: Is the Field of Grey a Commitment or a Cop-out?
- The Power of Paint: Achieving Your Vision With the Stroke of a Brush

The cornerstone of the LEGENDS event is the windows of the LCDQ, which are transformed every year based on the theme. For this year’s event, more than 60 designers have been selected to “reveal who they really are, their inner being” by showing their **True Colors** in the vignettes they create in the windows of the LCDQ member shops, showrooms and galleries.

As one of the most anticipated design events on the national calendar and the largest event of its kind on the West Coast, LEGENDS brings influencers, enthusiasts, top design editors, and purveyors of design from more than 26 states in the U.S. and from around the world to the LCDQ for keynote panels, forums and discussions, cocktail parties and receptions, book signings, personal appearances and trunk shows.



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LEGENDS 2017: Your True Colors kicks off with the celebrated Gala on Tuesday, May 9, followed by programming and parties on Wednesday and Thursday. For a list of all keynotes and programming booked to date, visit lcdqla.com/legends2017.

ABOUT LEGENDS: In its ninth consecutive year, LEGENDS has attracted over 65,000 attendees and garnered more than 400 million media impressions. The parties, lunches and programs are a huge draw, with as many as 800 people at the kick-off party in previous years and capacity audiences of 150-250 at the programs held in LCDQ member shops and showrooms. LEGENDS 2017 Partner Sponsors are 1stdibs and Benjamin Moore; Presenting Sponsor is Coldwell Banker Previews International. Chairish is the Social Media Sponsor. To date, national media sponsors are *Elle Decor*, *House Beautiful*, *Luxe Interiors + Design*, *Traditional Home* and *Veranda*; regional media sponsors are *California Home + Design* and *San Francisco Cottages & Gardens*. Fig & Olive is the Gala co-sponsor.

ABOUT LCDQ: The La Cienega Design Quarter was founded in 2008 to promote the burgeoning antiques and design neighborhood on one of Los Angeles' oldest thoroughfares. Since the 1950s, La Cienega Boulevard has been the leading destination for interior design, shopped by icons like William Haines, Elsie de Wolfe, Tony Duquette, Frances Elkins, Chet Chidester, Michael Taylor and Kalef Alaton. Today, La Cienega (running north-south through Los Angeles and West Hollywood) and Melrose (an east-west street) continue to be the leading design destination as top designers, celebrities and selective shoppers from nationwide source the most unique furniture, antiques, lighting, garden, ironwork, hardware, rugs, fabrics, art and accessories in the world from the shops, galleries and showrooms of the LCDQ.

For further information about LEGENDS and LCDQ visit www.lcdqla.com.

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