

MODERN LUXURY

# Angeleno



## Maison Atia + Bvlgari Event

March 9, 2020 | Parties

Bvlgari hosted a Salon Series Cocktail with Chloe Mendel, daughter of designer Gilles Mendel and Creative Director of Maison Atia, the first luxury faux fur brand founded by Chloe and Gustave Maisonrouge, and Alison Eastwood, founder of Eastwood Ranch, a California-based animal welfare and rescue organization. The evening's conversation with Chloe and Alison focused on the topics of sustainability and animal rights, followed by a Q&A from the audience. Guests included Billy Corgan, lead singer of the Smashing Pumpkins, Linda Ramone, actress Kelly Rutherford and more.

Maison Atia showcased their new Autumn/Winter 2020 collection of faux fur designs for the first time on the West Coast, including their brand new *MA by Maison Atia* label, a colorful capsule line incorporating sustainable koba fabric. Guests had the opportunity to shop a curated selection of these new faux fur designs as well as Bvlgari creations. A portion of the night's sales were donated to the Eastwood Ranch Foundation.