

Giorgio Lives

WHEN MOST OF US WAX NOSTALGIC for the good old days, we open a photo album. Not Fred Hayman.

Whenever the fashion and fragrance czar needs to get a whiff of his days running one of the top boutiques in Beverly Hills, he simply opens the doors to his Malibu guesthouse.

Fred Hayman Moves a Slice of Rodeo Drive to Malibu.

By Kathleen Riquelme + Photography by Mark Lohman

Right: Parked outside Fred Hayman's octagonal memorabilia room is the 1952 Rolls-Royce Silver Wraith in bottle green and "Fred Hayman yellow" that used to transport clients to Giorgio Beverly Hills. **Left:** Hayman's dachshund Giorgio III sits surrounded by store merchandise. A George Hurrell portrait of Gary Cooper hangs above a photo of Hayman with members of the Rat Pack.



