



SPECIAL PROMOTION

ICONS OF BEVERLY HILLS

BARBARA LAZAROFF

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Barbara Lazaroff is a restaurateur, A.S.I.D designer, founder of Imaginings Design, product developer, author, philanthropist. Barbara is also co-founder of the Wolfgang Puck brand and a devoted mother of two sons Byron and Cameron and his wife Kate.

What is your connection to Beverly Hills?

My connection is very personal, I've had a home in BH for 27 years where both sons grew up and have restaurants in the city. I also support the businesses in BH.

How do you measure success?

I measure success with finding some balance. Spending time with family and friends is a treasure, and I'm grateful for economic success because I can give back with work and assets.

What is your passion?

Beautifully designed spaces, gardens and art. The many charities highlighted on my website, and my Flame of Life dinnerware on Amazon which funds them. Of course my family and my sweet man John.

What do you do to stay motivated?

I travel, not enough, but I'm thrilled to be in Florence very soon. I look carefully around me; there is inspiration everywhere. I also surround myself with diverse individuals for a broader global perspective.

What makes you an Icon in business?

Longevity, consistent excellence and innovation for 35 years resonates with our loyal guests. We respect them and our stellar staff. Additionally, we have always greatly supported our neighborhoods and charitable causes. My long standing mantra has been "If you want the community to be interested in you, you have to be engaged in the community."

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Photography by John Hanwell