

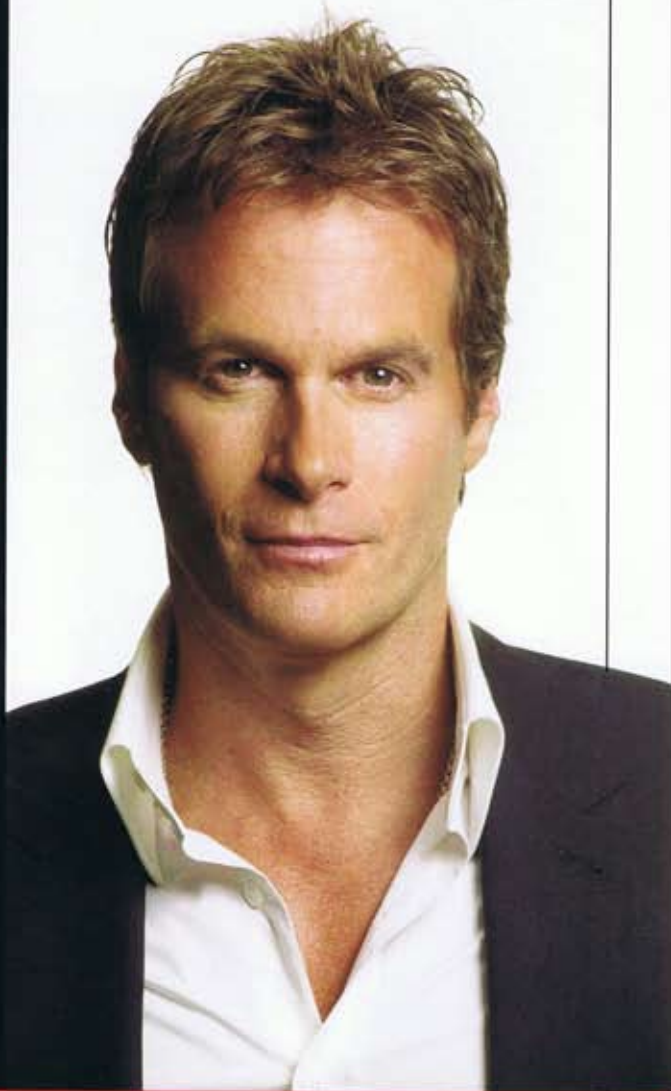
By Kathleen O'Brien Thompson

Company Profile

## Rande Gerber Gerber Group and Stone Rose Lounge



▲ Stone Rose Scottsdale, Fairmont Scottsdale



## Developing Cool Properties in the Hottest Cities

**Y**ou probably have heard of Stone Rose Lounge, which roared onto the Scottsdale nightlife scene during last year's Superbowl festivities. Hosting the hottest bash in town by partnering with MAXIM, it was a great way to launch the Gerber Group's innovative nightlife, hotel, restaurant and lifestyle concept right here in Arizona. The local media played up the fact that Rande Gerber, husband of Cindy Crawford, counts A-List stars like George Clooney and Brad Pitt among his friends and that his lounges are often populated with them. What you may not have heard is that Gerber, a former real estate Broker, is also a savvy entrepreneur and he personally chooses, designs and oversees every aspect of his trademark properties.

## Scottsdale Makes the List

Stone Rose is the brainchild of Rande Gerber and is the stylish new addition to the Scottsdale Fairmont, owned by Strategic Hotels & Resorts, which owns The Fairmont Scottsdale and 21 other high-end properties in North America, Mexico and Europe. General Manager, Bob Foster, explains how having a Gerber Group hotspot at the hotel is such a coup. "With the introduction of the Stone Rose Lounge, Rande and his team have brought an exciting new element of entertainment to the Fairmont Scottsdale. His vision for offering an upscale, yet comfortable bar experience in a contemporary setting has helped us meet the needs and expectations of the up-and-coming generation of Fairmont guests. At the same time, he is branching out into new customer segments that have long patronized the Fairmont brand. It's a win-win situation."



### Returning to Arizona

Rande Gerber had another reason for coming to Scottsdale, having attended the University of Arizona; he mentions that he always wanted to come back to this area. What sealed the deal with The Fairmont? The beauty of the property and having a large outdoor area to work with were cited as key factors. Gerber explains, "I wanted to create the kind of place that I would personally want to go to. The design of Stone Rose reflects my desire to create something more sophisticated and elegant than what I was typically doing with The Whiskey. This is how I would entertain at home."

As host to some of the world's highest profile personalities, artists, and corporate events, the Gerbers' proper-

ties are a national network of hip and sophisticated gathering places that offer both intimacy and action for a wide range of guests. Part of the comfort is derived from the privacy the management provides for all of their VIP clients, while making all guests feel welcome and at home.

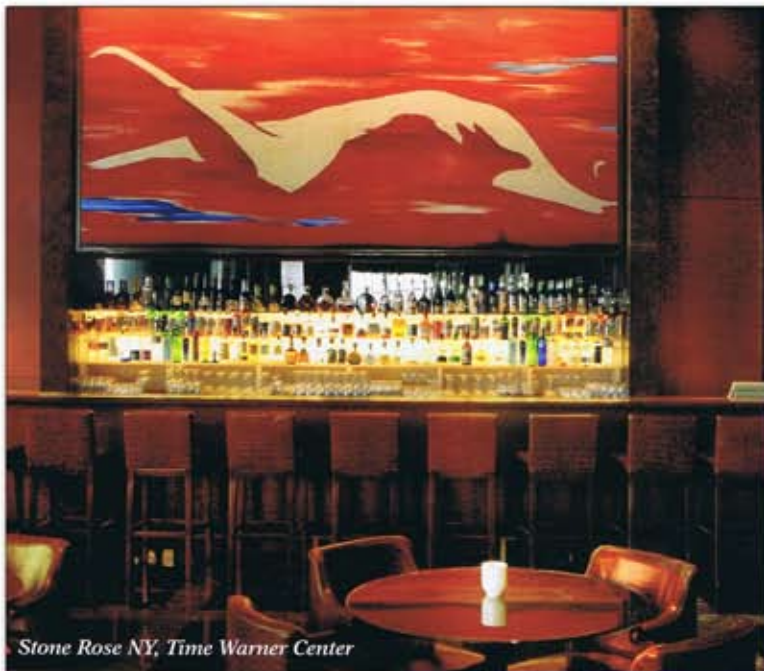
### Portfolio

The Gerber Group's portfolio of almost 30 properties includes: The Whiskey Bars, Stone Rose Lounge in New York, Los Angeles and Scottsdale; Whiskey Park and Whiskey Blue Atlanta; just to name a few. Rande Gerber and Scott Gerber are the founders and principals of the Gerber Group. The company, an evolution of the Whiskey brand, was created from Rande's vision. And the list of properties keeps growing, with four new locations currently under construction. Surprisingly, a strict policy to never franchise or license

any of their properties means that the Gerbers design, manage, and oversee all aspects of their venues personally. Pioneering the concept of stylish yet smart, turnkey hotel bars and restaurants that produce traffic, publicity, and revenue has been the result.

### Evolution of a Brand

The extraordinary success of The Whiskey Bars, which established the Gerber Group as pre-eminent tastemakers, was founded over 15 years ago. Their nightlife brand and vision continues to expand, developing hotel restaurants and bars with: Starwood Hotel and Resorts; Hard Rock Hotels, Casinos & Resorts; Sofitel Hotels; ME by Melia Hotels; and Fairmont Hotels. Rande Gerber has since become the most influential nightlife proprietor in the country. With an uncanny ability to create chic, seductive bars with modern glamour that reflect the times and na-



Stone Rose NY, Time Warner Center

tional moods, the Gerber Group rely on Rande's ability to choose locations that will thrive. Starting his career as a commercial broker in New York City gave him an understanding of just how important the right location was.

## Commercial Broker Background

Commercial real estate gave Rande Gerber two things, an ability to trust his gut when looking at potential business locations, and the opportunity to jump into his current career. "I was doing commercial leasing at Edward S. Gordon, representing anyone who wanted to open a retail store," states Gerber. "The two years I was a broker, I loved it, especially the entrepreneurial aspect of it, but I also knew I wanted to do something that was more creative". The Gerber enterprise germinated during a series of showings with a client.

The turning point occurred while showing his client, hotel owner Ian Schragger (of Studio 54 fame), several bar and restaurant locations. Schragger was trying to get ideas so that he could find the right restaurant and bar concept to include in his hotel. "Nothing that I showed him appealed to him. Finally, he turned to me and said, 'why don't you do it?' I said I'd love to, and I started to create my very first lounge concept," notes Gerber. That first location was in the Paramount Hotel in New York which at the time, was owned by Morgans Hotel Group.



▲ Penthouse, ME Madrid



▲ Stone Rose LA, Sofitel

## Team Approach

In 1995, after successfully opening several locations, Rande asked his older brother Scott to run the financial end of the business, which allows him to focus on the creative end. The corporate staff at both the New York and Los Angeles offices has grown to thirty plus and most of the current executives have been with the company since its inception. The Gerber brothers don't run the multi-location business without help. At any given time, six to seven members of his staff are out on the road setting up new locations. They also rely on a team of regional managers to ensure the smooth operation of the business.



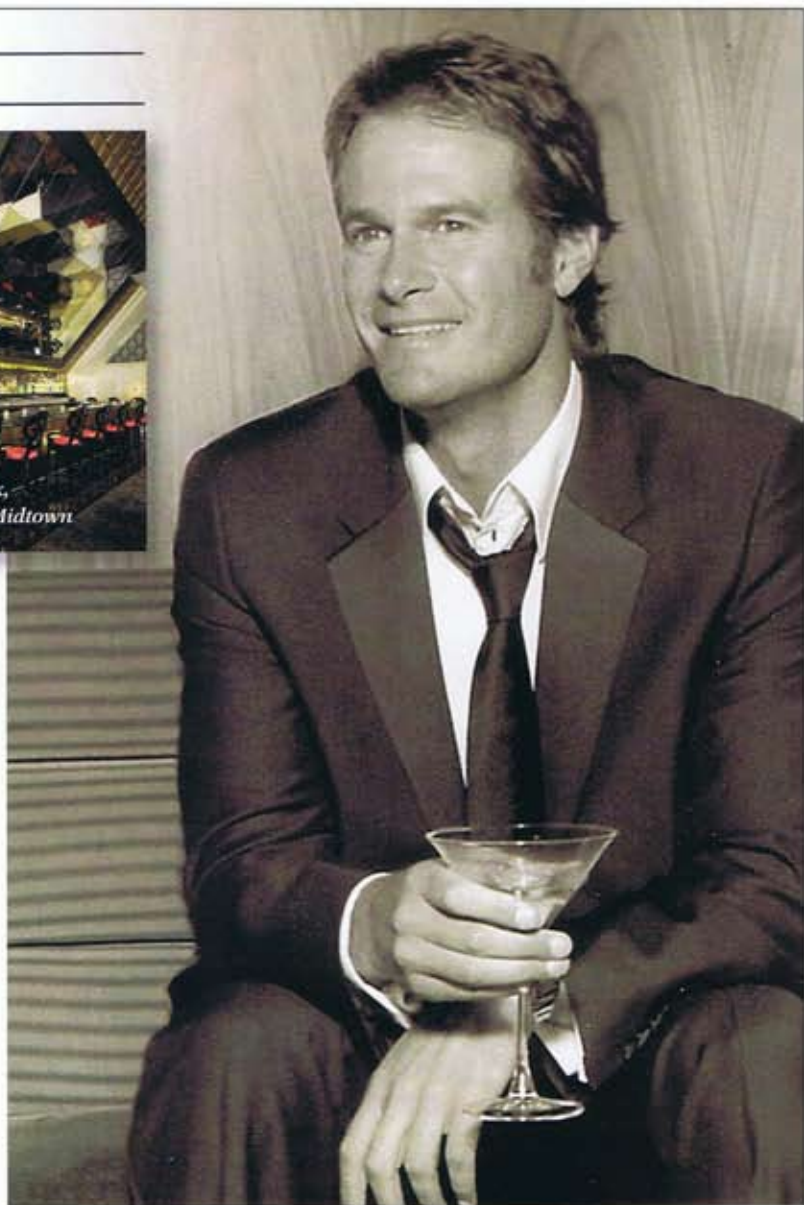
Whiskey Park,  
W Atlanta - Midtown

## Barrett-Jackson Partnership

Establishing a partnership with Barrett-Jackson was a proposition that made sense for both entities. The famous car collector auction, also held in Scottsdale, was looking to entertain their high-end clientele in a sophisticated setting. Calling on the Gerber Group to provide the right atmosphere during the event, The Garage presented by Stone Rose Lounge became a hip satellite extension of the Fairmont hotspot and also provided a cross promotional opportunity to encourage patrons to visit an after party, personally hosted opening night by Rande Gerber.

## Sophisticated Style Brings Success

Collaborating with AvroKO, the design firm behind high profile projects such as BOURBON Steak (Las Vegas, Scottsdale, etc.), The Stanton Social (New York), Social House (Las Vegas) that are celebrity favorites; Rande



Gerber wanted to create an ambiance for Stone Rose that evokes a classic 1950s beach club, infused with modern design elements.

Stone Rose Lounge reflects the brand's trademarks - cutting-edge interiors, fashionable clientele and signature cocktails - all served up in a dynamic setting of style and sophistication. Contrary to most developers, the Gerber Group is expanding. "We have been very fortunate that our business has stayed strong throughout this economy. Luxury hotels need

to differentiate themselves from their competition - so right now we actually have been experiencing more opportunity" states Gerber. "Hotels know that if they bring a Gerber Group bar in, we will generate a lot of publicity and bring in a lot of people. "And for the hotel guests - they now can come down the elevator and be in the hottest place in Arizona." ●

[www.gerberbars.com](http://www.gerberbars.com)