

# VANITY FAIR

Our **22<sup>nd</sup>**

ANNUAL *Oscar* EXTRAVAGANZA!

# THE HOLLYWOOD

*It Doesn't Get*  
**BIGGER, BETTER,**  
*or More*  
**SENSATIONAL**  
*Than This!*

**STARRING** *Jane FONDA* ✕ *Cate BLANCHETT* ✕ *Viola DAVIS* ✕ & *Jennifer LAWRENCE*  
... and Nine More of the Movies' Most Talented Women

# 2016

*Photograph by* ANNIE LEIBOVITZ

\$7.99

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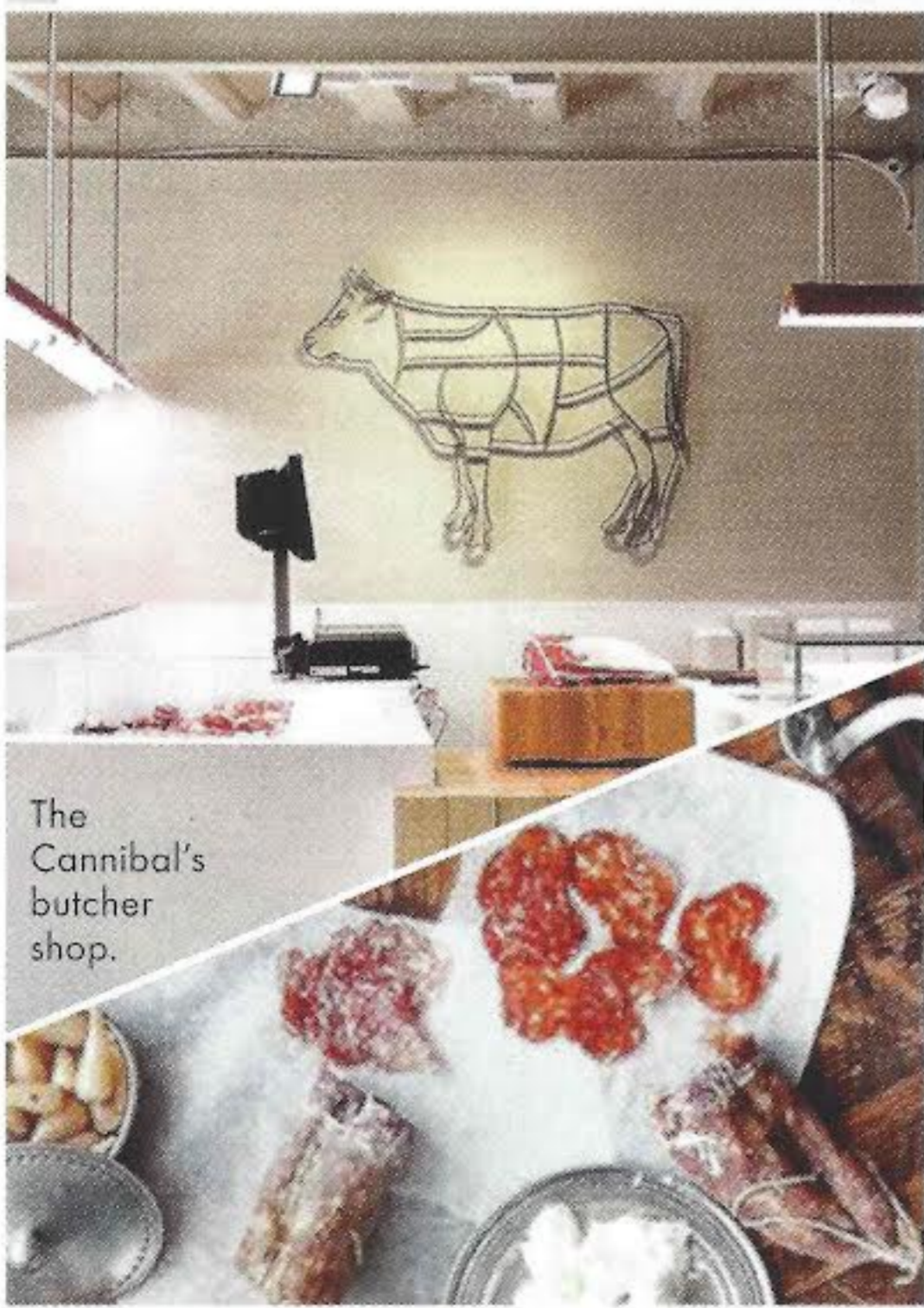
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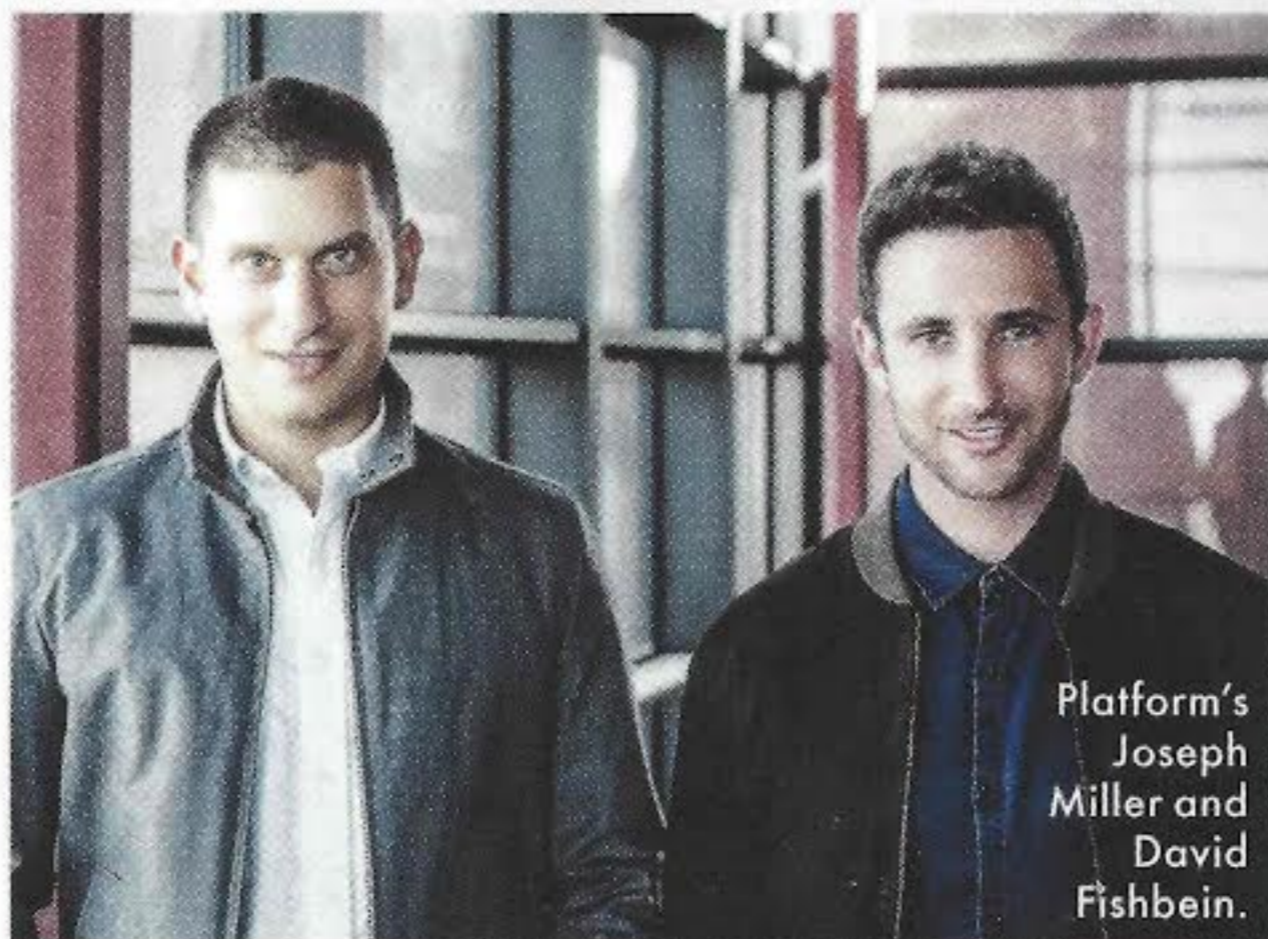
The Cannibal restaurant.



The Curve boutique.



The Cannibal's butcher shop.



Platform's Joseph Miller and David Fishbein.

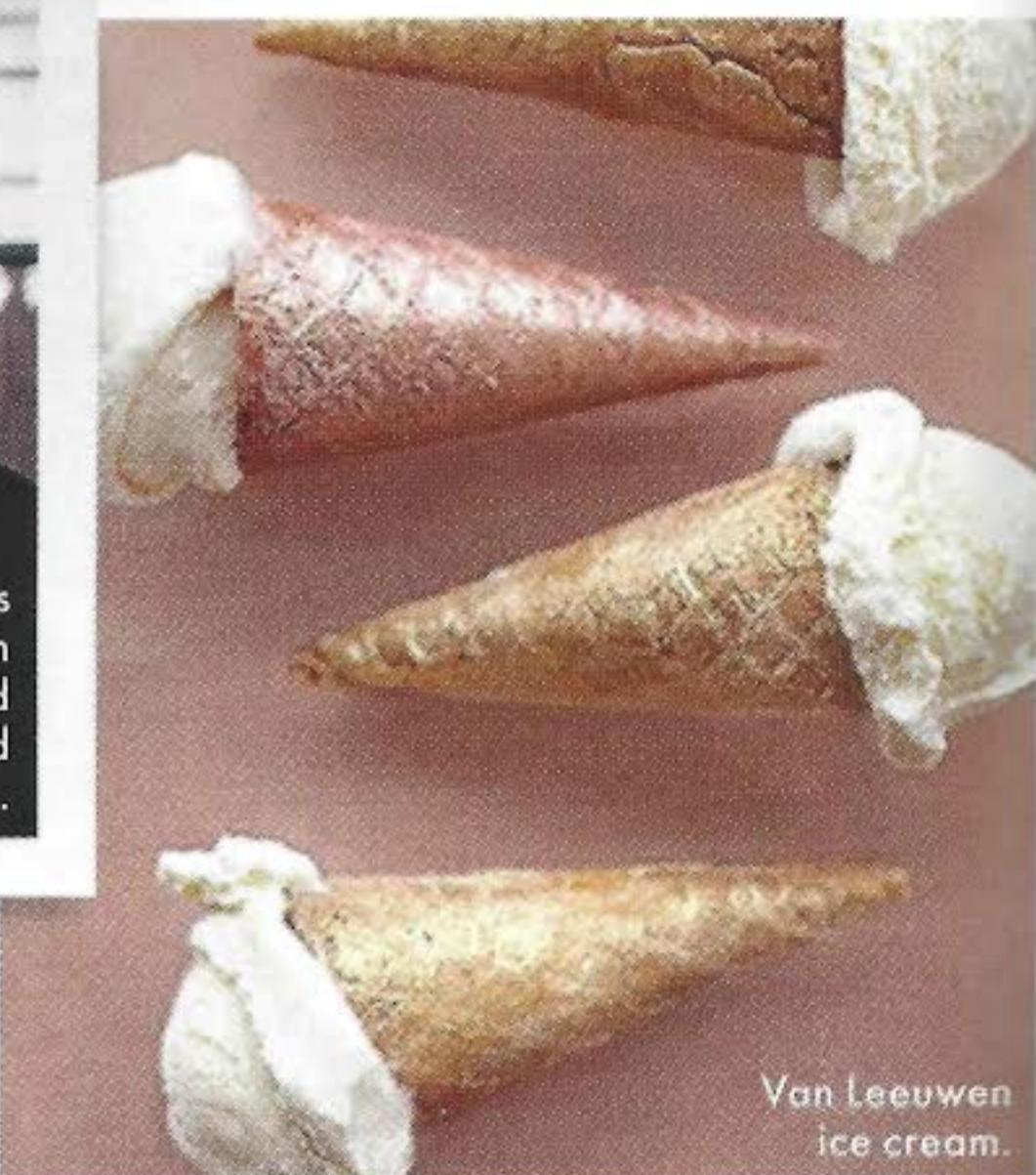
Six years ago, **David Fishbein**, 29, was living with his parents in the Bay Area. He had a “big idea” but no ability to bring it to life. He was introduced by a mutual friend to **Joseph “Joey” Miller**, 33, a fourth-generation Los Angeles native, and together they formed a real-estate-development company, Runyon.

In March they will unveil **Platform**—Fishbein’s big idea—which is sprawled across four acres in the middle of Culver City’s Hayden Tract neighborhood. They have created an indoor-outdoor urban oasis that will showcase high-end fashion retailers, top-chef restaurants, a skin-care apothecary, and design stores from around the world. “There is an amazing history of creative companies down here in Hayden Tract,” Miller says. “It was an unpolished gem.” “People thought we were crazy to bring these high-profile brands from all over the world to Culver City, where nothing existed,” Fishbein says. “Our base was a run-down 1960s used-car dealership.”

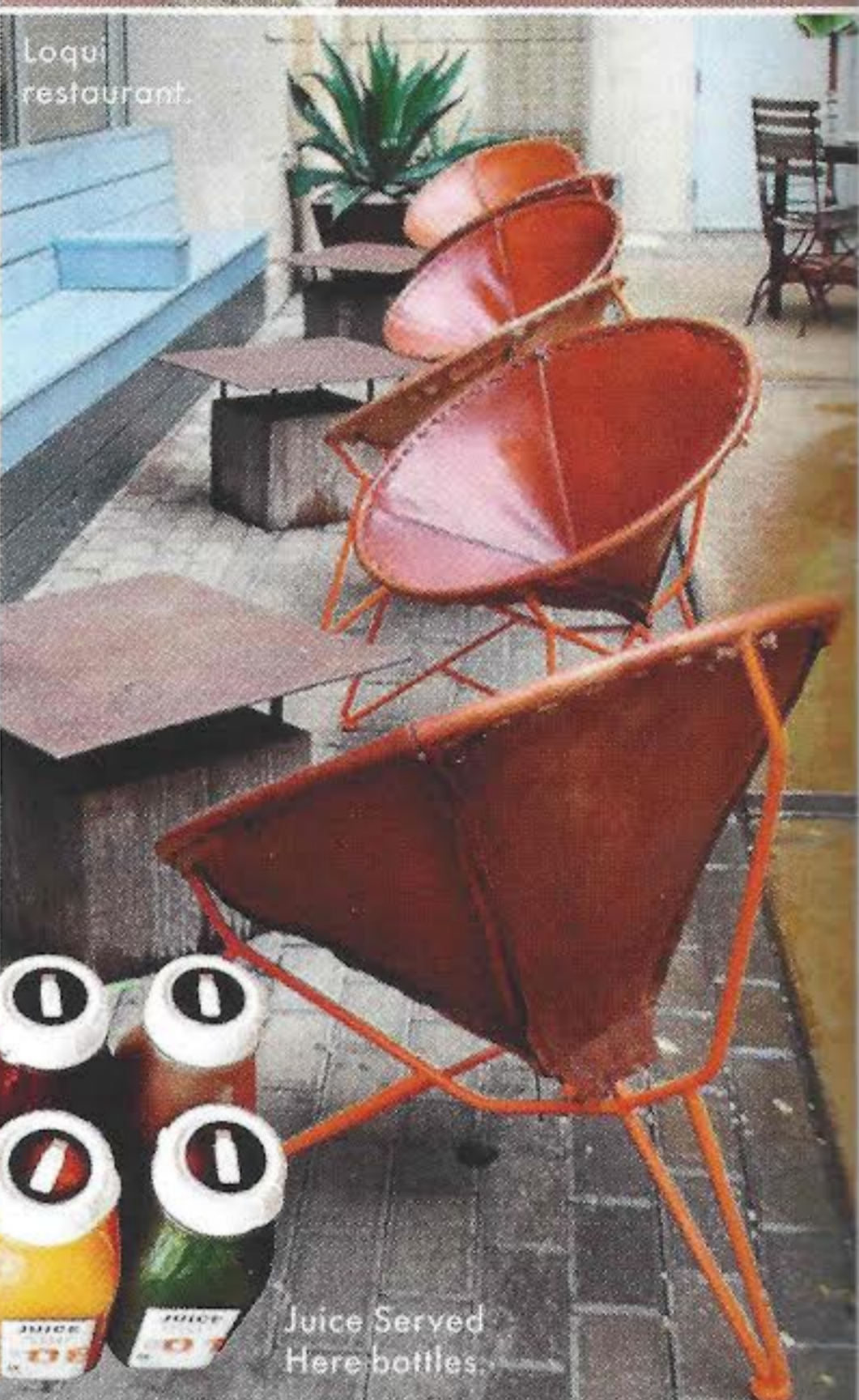
The former car lot, which is surrounded by Apple’s Beats headquarters, Maker Studios, Sony Pictures, and Smashbox Studios, has been transformed into a unique landscape. Among Platform’s menagerie are Blue Bottle Coffee, from Oakland, and Van Leeuwen artisan ice cream, from Brooklyn. The Cannibal, a butcher shop and restaurant (that serves more than 450 types of beer) from N.Y.C., makes its West Coast debut. As does Washington, D.C.–based Sweetgreen, the salad industry’s newest disruptor. Indoor cycling behemoth SoulCycle will set up its West Coast headquarters here. And British designers Tom Dixon and Linda Farrow will open a lifestyle boutique and an eyewear store, respectively.

“On a global level, we want it to be the place you have to go see when you’re in L.A.,” Miller says. (platformla.com) —KRISTA SMITH

Linda Farrow sunglasses.



Van Leeuwen ice cream.



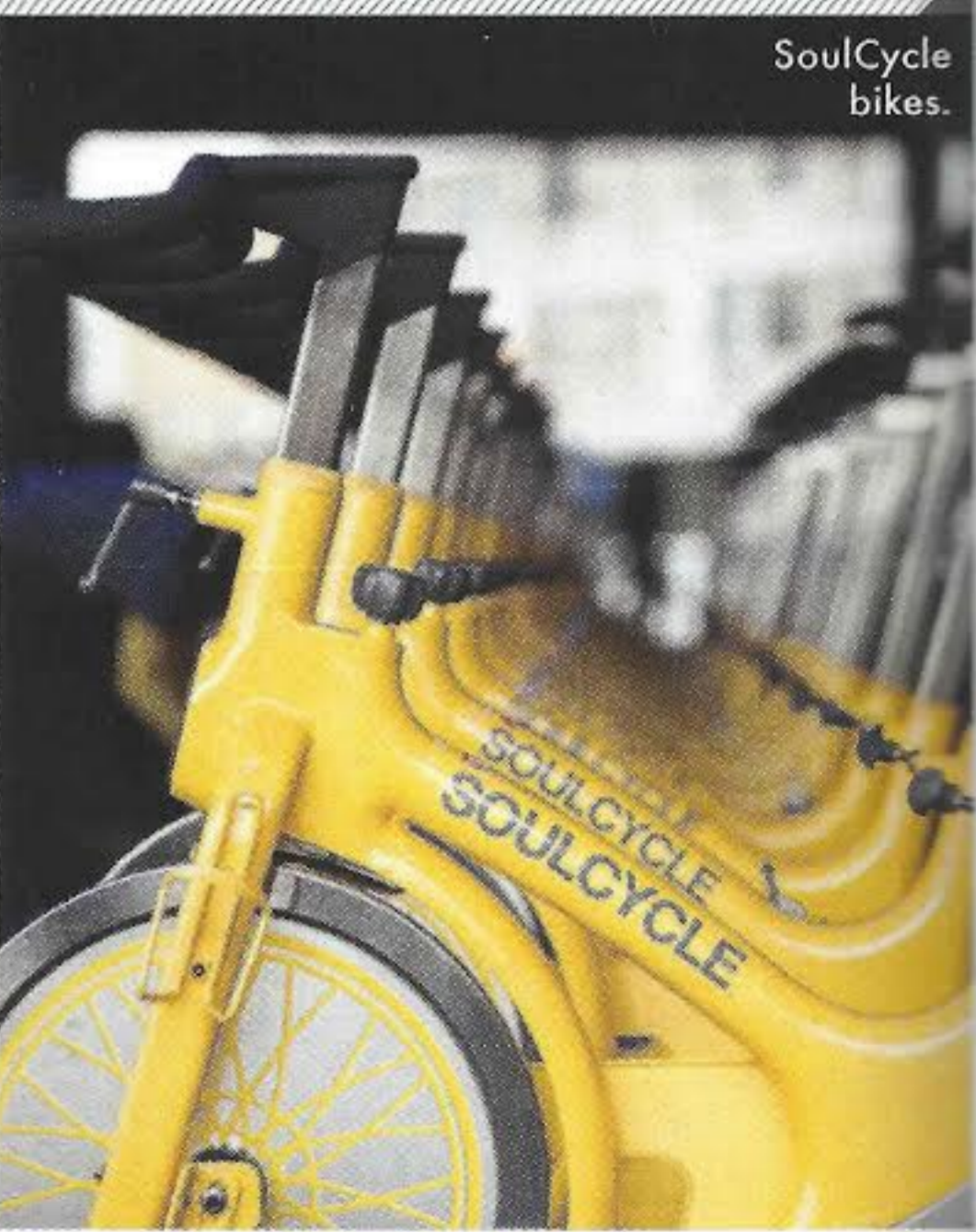
Loqui restaurant.



Juice Served Here bottles.

## Private Lives

PLATFORM



SoulCycle bikes.