

HAUTE

CHUCK PELLY



CATEGORY Thinker
INDUSTRY Industrial Design
COMPANY Pelly Design Management
WHAT MAKES HIM HAUTE
 In a region that boasts the world's largest

concentration of auto design studios, Pelly is the dean—he's been mentoring, judging, lecturing, and imagining innovative cars for more than 40 years. As the founder of Designworks/USA, which became a BMW subsidiary, he turned it into one of the top industrial design consultancies in the world. He continues to work on projects for Nokia Design, LA Auto Show, and BMW Group, to name a few.

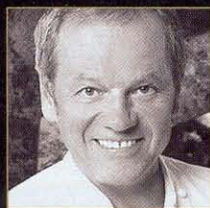
A. JERROLD PERENCHIO



CATEGORY Billionaires
INDUSTRY Television/ Communications
COMPANY Univision Communications
WHAT MAKES HIM HAUTE
 This talent-agent-turned-

network-mogul is a self-made billionaire. The UCLA grad's first big break was when he sold the TV and film company he founded with Norman Lear, Embassy Communications, to Coca-Cola for \$485 million in 1985. He then made a quick turnaround profit of \$140 million from buying and selling Lowes movie theaters. Currently, he is best known for his reign over the Hispanic broadcasting market thanks to his purchase of Univision Communications Inc., the nation's largest Spanish-language TV network. He lives a private life in Malibu (where he is one of the city's largest private land owners), and is known for his generous donations to charity and politicians.

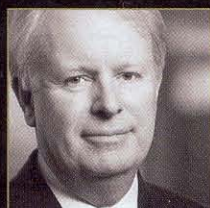
WOLFGANG PUCK



CATEGORY Entrepreneurs
INDUSTRY Cuisine
COMPANY Wolfgang Puck Companies
WHAT MAKES HIM HAUTE

This Austrian-born restaurateur and celebrity chef has built a culinary empire that includes fine dining establishments, franchise restaurants, catering, cookbooks, and products. His flagship restaurant, Spago, is still the go-to establishment for Hollywood's elite, and in 2008, the James Beard Foundation nominated Puck for the Outstanding Restaurateur award.

DAVID PYOTT



CATEGORY Entrepreneurs
INDUSTRY Pharmaceuticals
COMPANY Allergan Incorporated
WHAT MAKES HIM HAUTE
 Nearly in the top 20 of

Forbes executive pay list for 2008, this pharmaceutical mastermind serves as the CEO, chairman of the board, and director of Allergan Incorporated, a multi-billion-dollar specialty healthcare company. He also serves as director for Avery Dennison Corporation and director of Edwards Life Sciences Corp., all of which are publicly traded companies.

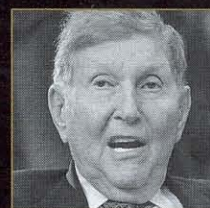
BRETT RATNER



CATEGORY Thinkers
INDUSTRY Film
COMPANY HSI Productions
WHAT MAKES HIM HAUTE

The billion-dollar director is behind a slew of action packed blockbusters, including *X-Men*, *The Last Stand*, *Red Dragon*, and the *Rush Hour* trilogy. His Beverly Hills home is the stomping grounds for the area's A-listers, many of whom have sat for pictures in his black and white photobooth. The shots, which include everyone from Michael Jackson to Chelsea Clinton, were published in *Hilhaven Lodge: The Photo Booth Pictures*.

SUMNER REDSTONE



CATEGORY Billionaires
INDUSTRY Media
COMPANY National Amusements Inc.
WHAT MAKES HIM HAUTE
 The 85-year-old Redstone is still one of the most

powerful media moguls in the industry. His National Amusements, Inc., is the parent company of Viacom and CBS Corporation; Redstone serves as executive chairman of both.

JOYCE REY



CATEGORY Entrepreneurs
CATEGORY Real Estate
COMPANY Coldwell Banker Previews International
WHAT MAKES HER HAUTE
 Three decades of milestone achievements in Southern

California landmark and luxury real estate have earned Rey innumerable accolades, awards, and honors. Today, she is head of the Estates Division of Coldwell Banker Previews International in Los Angeles, as well as one of the three national executive directors.