

## People



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## Grocery Stokes Healthy Competition

**RETAIL:** Henry's chain introduces low prices to natural foods fight.

By FRANCISCO VARA-ORTA Staff Reporter

When low-cost natural foods grocer Henry's Farmers Market was briefly owned by Whole Foods Inc., the latter's chief executive said he wanted to get rid of it because its products weren't very good. So Henry's was sold off quickly to Commerce-based Smart & Final Inc.

Now, Henry's is moving in on Whole Foods' L.A. turf, slowly at first, but with plans to wage a bigger battle for market share. But it's not stopping at Whole Foods. The chain hopes to slice away customers from Trader Joe's and Ralphs as it opens up to a dozen stores in Los Angeles over the next two years.

The strategy for Henry's is to offer organic, healthier fresh foods conveniently alongside basics such as whole milk and eggs — all at discount prices.

Janet Little, Henry's spokeswoman, said the com-

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Stock Market: Henry's workers in Woodland Hills. RINGO H.W. CHIU/LABJ



Four Plan: From left, Celestino, Giacomino, Tanino and Calogero Drago in kitchen at Beverly Hills' Enoteca Drago. The brothers own 11 L.A. restaurants.

## Family Feasts

Italian brothers fill L.A. with restaurants

By DANIEL MILLER Staff Reporter

Sitting around a table at one of their Beverly Hills restaurants one recent morning before the lunch rush, the four Drago brothers were in a great spot to illustrate the family's surprisingly big — and growing — fine-dining enterprise.

Besides Enoteca Drago, the restaurant they were sitting in, there's another Drago restaurant two doors away, Il Pastaio Ristorante. A block down on Canon Drive is a third Drago restaurant, which opened in January. There are two more in Beverly Hills, a new one in downtown Los Angeles and five more in Los Angeles County.

Add them up, and the Dragos own 11 restaurants — more than any other locally based, fine-dining group. (Wolfgang Puck has eight fine-dining restaurants and Joachim Splichal

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## Last Lap for Some L.A. Horse Owners

**RACING:** Market for animals takes tumble as track payouts fall.

By DAVID HALDANE Staff Reporter

Bruce and Aase Headley have been racing horses for years.

Familiar figures at the Santa Anita race track just blocks from their Arcadia home, the couple owns or has shares in more than 100 thoroughbreds, which they breed, sell, train and enter in competitions statewide.

Recently they had to give away three mares that they were boarding in Fresno.

"It was too expensive to keep them," Aase Headley explained. "We couldn't sell them because there's no market. We gave them to friends because we wanted them to have good homes."

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Horse Sense: Bruce and daughter Karen Headley. RINGO H.W. CHIU/LABJ

## Charney Says Suit Is Nothing Personal

**LEGAL:** American Apparel CEO calls Woody Allen ad free speech.

By CHARLES PROCTOR Staff Reporter

American Apparel Inc. Chief Executive Dov Charney is trying to turn what was shaping up as a bloody battle with Woody Allen into a love fest.

Attorneys for American Apparel last week backed away from reports that they planned to call Allen's former girlfriend Mia Farrow and his current wife Soon Yi Previn to the witness stand in a legal case unfolding in federal court in New York.

Charney stepped back from what had looked

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# W Hollywood Debut Sold With 'Golden Age' Theme

**HOSPITALITY:** PR firm ties fall opening of W to classic glamour, style.

**H**ow do you sell luxury condos in the middle of a real estate crash? One Los Angeles PR firm has decided to hire Depeche Mode for a Hollywood street concert. Playa del Rey PR firm **Macy & Associates** is organizing events to promote the opening of W Hollywood, a \$350 million luxury hotel and condo building. The theme is the Next Golden Age of Hollywood.

The grand opening will come this fall, but developer Gatehouse Capital has already started selling condos. So the festivities will begin Thursday with a concert by Depeche Mode at the corner



In Concert: Depeche Mode

of Hollywood Boulevard and Vine Street, near the main entrance to W Hollywood. Portions of the street concert will be broadcast that evening on the ABC show "Jimmy Kimmel Live."

Macy is producing the event in partnership with **1 Iota**, a concert planning company, and the ABC program.

"W Hollywood is the catalyst for the second golden age at Hollywood and Vine," Marty Collins, chief executive of developer Gatehouse Capital, said in a statement. "It is a flashpoint for the return of a lifestyle rooted in Hollywood's legacy as the global center of entertainment and glamour."

Scheduled for completion in November 2009, W Hollywood will include 143 upscale condominiums, a 305-room hotel and luxury retail stores.

Times may be tough in the real estate market, but W is in a class by itself, said Chris Egger, a principal at Macy.

"The sales momentum hasn't been as strong as it would have been three years ago, but it has traction," Egger said. "This is not real estate sold on a price-per-square-foot basis. This is about a lifestyle, not a commodity."

Macy & Associates specializes in real estate and professional services.

## Clear Secret

**Secret Weapon Marketing** in Santa Monica has won the role of lead creative agency for Clear, which will provide wireless Internet service on a citywide scale.

Clear is the latest brainchild of cell-phone pioneer Craig McCaw. The technology allows Internet connection over an area as large as an entire city; most Wi-Fi services cover only "hot spots" – or neighborhoods.

Secret Weapon handled a test campaign in Portland, Ore., that started in January. Based on that success, the agency will now introduce Clear in Atlanta and Las Vegas in the next two months.

Secret Weapon beat out the New York office of **Ogilvy & Mather** for the account.

Media for the campaign included TV, radio, magazines, billboards, park benches, gas-station signage and even posters in bathroom stalls – all to reinforce the message of Internet access anytime, anywhere.

## 'Latinas in Charge'

**Accentmarketing**, a West L.A.-based Hispanic ad agency, has released the first part of a

## ADVERTISING & PR

JOEL RUSSELL



research project titled "Latinas in Charge."

The project combines findings from focus groups in Los Angeles and Miami; analysis from SocialQuest, another L.A.-area company headed by clinical psychologist Monica Torres; academic research; and guidance from Accentmarketing's three Latina partners.

The goal is to help marketers overcome stereotypes about Latinas as consumers. Marketers can download summary results at Accentmarketing's Web site or they can arrange for a presentation by the agency.

The first installment of findings covers Latinas' attitudes toward financial services. The second part, scheduled for release this summer, reports on Latinas and health care.

The project was designed for Accentmarketing clients, which include L.A.-based Farmers Insurance for the financial portion of the study and Kaiser Permanente for the health care findings.

## Dancing Pumas

**Agility Studios**, a small digital production company in Hollywood, has launched a Web series called "The Legion of Extraordinary Dancers" with Puma footwear as the sponsor.

Legion of Extraordinary Dancers, or LXD, is an elite group of performers that will eventually appear on TV and film, online, at live events and on the labels of licensed merchandise. The first step, a series of scripted videos, will appear on the LXD site during the next two months.

The dancers all wear Pumas and the shoes will be integrated into stories.

The series "gives Puma a unique way to touch the dance," said Paul Gautier, global head of international marketing for the shoe company.

## Accounts & Agencies

**Amy Levy Public Relations Inc.** in West Los Angeles has added three new clients: shoe and handbag company Gydja Collection; home massage service Kindle Massage; and the Give to Live Foundation/I Am Hollywood Pictures, an organization focusing on cutting the U.S. suicide rate in half by 2017. ... Independent ad shop **David & Goliath** has hired Amanda Andre as associate planning director for the agency's Hispanic division, DñG. She will be responsible for strategic planning for clients such as **Kia Motors** as well as growing the division. Previously, Andre was at **Conill/Saatchi & Saatchi** in Torrance, where she worked on the Toyota Camry account. ... Leticia Lopez is the new media director at **Inter/Media Advertising** in Encino. She brings 20 years experience in media metrics, most recently at **RPA Inc.** in Santa Monica. She will work with Inter/Media clients that include the U.S. Army and video game publisher Ubisoft. ... **CCG Investor Relations** in Westwood has opened an office in San Francisco and hired Steve Pavlovich to head the operation. Pavlovich is the former director of investor relations at Hewlett-Packard Co. ... Digital production house **Ascent Media** in Santa Monica has two new editors, Michael Elliot and Lucas Eskin, who specialize in commercials. ... Hollywood PR agency **Levine Communications Office** has added Abby Oliver to its lineup of entertainment publicists. She previously worked in the music industry at **Shock Ink** and Sony BMG Music Entertainment.

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