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Homed In: Nick Segal in a designer-decorated living space at Partners Trust in Santa Monica.

Real Estate Firm Sold on Retail

Partners Trust opens office to designer showcases with sales donated to charity.

Visitors walking into the Santa Monica office of real estate firm **Partners Trust** might feel like they're walking into a home, with its decorated living-room space and fully furnished kitchen.

The interior was designed as an experimental retail concept that opened last month called **OpenHouse**, featuring home furnishings and accessories by local designers. Partners Trust plans to use the space to host designer talks and events,

said **Nick Segal**, chief executive and founding partner of the Beverly Hills residential sales firm.

"People walk in and say, 'What is this?'" he said. "It gives us the opportunity to say, 'It's our idea of real estate.'"

The OpenHouse concept takes about 1,000 square feet of the company's 1,800-square-foot office, but the company doesn't make any extra cash from the shop, said Segal, 55.

New designers will be brought in every two to three months and can display their goods free of charge as long as 10 percent of sales are donated to the Partners Trust charitable fund, he said. The first month's sales hit \$5,000.

This month's feature is an installation by **Hermosa Design**, a Her-

mosa Beach lifestyle and interior design store by **Steve and Farnaz Reneker**. The husband-and-wife team brought in items such as Scandinavian décor pieces, original art, and summertime barware.

Next month will feature looks from Mar Vista interior store **Hanger**, whose installation will last until the end of the year.

Segal said it's been a fun experiment but not without some hiccups, such as forgetting to order bags.

"The first sale we made – we didn't have any bags," he said. "The guy bought these beautiful glasses and candlestick holder and we gave him a Ralphs shopping bag and said our bags are on order. So, that's the experimental retail component."

– *Subrina Hudson*

Expansion Drive Fills Chef's Plate

Jon Rollo maps out future of salad-sandwich chain with outposts outside California.

Fast-casual restaurant **Greenleaf Gourmet Chopshop** might soon outgrow its hometown.

The salad and sandwich chain, launched by chef **Jon Rollo** in Beverly Hills in 2007, opened its seventh store, in Glendale, on Oct. 10. Besides having plans to open stores in Calabasas and on the USC campus in coming months, Rollo has set his sights on the Big Apple.

"I would love to get outside of California because the next most requested location is New York," said Rollo, 38. "That would be a total dream come true, if we can make it happen."

Rollo previously worked as assistant director of development in Los Angeles at **Patina Restaurant Group**, which operates at cultural venues such as the **Los Angeles County Museum of Art** and Hollywood Bowl.

Rollo said the six Greenleaf stores, which he co-owns with his father, **Bob**, who has a small stake in the company, generated between \$2.5 million and \$3.5 million each in sales



Rollo

last year. He also opened another restaurant, **Au Fudge** in West Hollywood, this year with a group that included his husband, **Joey Gonzalez**, chief executive of **Barry's Bootcamp**, and actress **Jessica Biel**.

Rollo, who grew up in Pasadena and trained at **Le Cordon Bleu** in Chicago, said Greenleaf's focus on the quality of its ingredients has set it apart from other restaurants offering organic, locally sourced dishes.

"We don't serve food that I wouldn't give to my daughter or myself," said Rollo.

– *Caroline Anderson*

Stepping Up to Towering Wins

Los Angeles has a new power couple: **Brian and Michelle Duff**.

Each posted best times for their gender in the 23rd annual YMCA US Bank Tower Stair Climb held late last month. Both of their teams, under the sponsorship of downtown law firm **Latham & Watkins**, also took first place in their respective divisions.

For Brian Duff, 40, a Latham associate specializing in mergers and acquisitions, this was the eighth run up the 1,664 steps of the 72-story U.S. Bank Tower – the same building he works in. He completed his dash up more than 150 flights of steps in 10 minutes, 35 seconds – not quite as good as his time last year, but enough to take top honors, both individually and for his team, ironically named "The Escalators."

But Michelle Duff's time of 13 minutes, 17 seconds was more remarkable. Not only did it top the field of women stair climbers, it was the 41-year-old stay-at-home mom's first competitive stair climb ever and she only completed two practice stair-climbing sessions beforehand.

Both Duffs are practiced runners – both ran competitively at **Georgetown University**, where they met

more than 15 years ago. But Brian Duff said the key advice he gave his wife was to pace herself.

"You have to get to the point that the last 10 flights are just as solid as the 10 first flights, and that requires not going all out at the beginning," he said.

He said the most surreal moment of this year's race for him took place a couple of hours after he finished, when he returned to the 70th floor of the 1,018-foot tower to await his wife after she finished her climb.

"My kids and I took the elevator," he said.



High-Risers: Duffs, at right, with other stair climb participants.

Animal Planet

When **Zane Lamprey** sees a problem, he goes after it. The same entrepreneurial instincts that have guided the TV host and beverage and apparel company owner are also helping him save local animals in need.

When Lamprey, 44, saw a squirrel struggling with an abscessed eye injury in his backyard last Christmas, he and his

wife took it to the **California Wildlife Center** in Calabasas for emergency care.

"There are things I see in my periphery that I just can't ignore," Lamprey said.

At work, that kind of active observation has led to successful crowd-funding campaigns for a TV show called "Chug" through his production company **InZane Entertainment** – which got picked up by the

National Geographic channel in 2014 – and recently, for an outdoor hoodie company that raised more than \$1 million on Kickstarter.

Back home, he's adopted three Siamese kittens from a high-kill animal shelter in Downey. The trio needed medical attention and were likely to be euthanized.

"There's never really time in your schedule to stop and help," he said. "But when you do, you can sleep at night knowing you made a difference to someone."

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JONATHAN DIAMOND



Lamprey

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