

# Sushi confidential

Expect a table-hopping tour de force at **BondSt's** West Coast outpost. Here we predict where the agents, the stars, and the Johnsons of Peoria will find their rightful settings. 'Mr Spielberg, your table's ready.'

## MAIN DINING AREA

**TABLE 2** Sofia Coppola and Francis Ford Coppola/Andre Balazs and Ume Thurman

**TABLE 1** Jennifer Aniston, Brad Pitt, Angelina Jolie, and Vince Vaughn

**TABLE 3** Steven Spielberg and family

**TABLE 4** Jeffrey Katzenberg and Harvey Weinstein

**TABLE 21** Arnold Schwarzenegger and Jay Leno

### VARIOUS TABLES

- Rachel Zoe (celebrity stylist)
- Bryan Lourd (CAA agent)
- Barry Diller
- Diane von Furstenberg
- Louis Verdard (fashion designer)
- Lestie Sloane Zelnik (Lindsay Lohan's publicist)
- Simon Halls (publicist)
- Kevin Huvane (CAA agent)
- Ar Emmanuet (Endeavor chief)
- Steven Huvane (publicist)
- Lisa Love (West Coast Vogue editor)
- Beth Moore (Los Angeles Times fashion editor)
- Lawren Howell (Vogue West Coast fashion editor)
- Martien Rentmeester (Lucky West Coast bureau chief)
- John Eshaya (Ron Herman women's wear director)
- Tracey Ross (shop owner)
- Trina Turk (fashion designer)
- Ise Metchek (California Fashion Association executive director)
- Rose Apodaca (ex-WWD editor)
- Paul Haas (Endeavor agent)

**TABLE 5** Graydon Carter, Annie Leibovitz, and Ingrid Sischy

**TABLE 9** Jeff Klein and Velvet Mafia

**TABLE 8** The Johnsons of Peoria

**TABLE 16** Tommy and Shelby Cheng

**GOT A LIGHT?** Parker Posey and Chloë Sevigny on the smoker-friendly patio.

**SUSHI BAR The Chef's Club:** Josiah Citrin (Melisse) Govind Armstrong (Table 8) Norman Van Aken (Norman's) Lee Hefner (Spago) Michael McCarty (Michael's) Suzanne Goin and Caroline Stein (AOC and Lucques)

**VALET PARKING** Mel Gibson

**THE PARTY TABLE** Leo DiCaprio posse and *Entourage* posse (Kevin Connolly, Adrien Grenier and Nicky Hilton) make nice.

**HANGING AT THE BAR** Christopher Hitchens and David Hasselhoff.

**THE LOUNGE** Regan Books transplant Judith Regan in edit meeting with Janice Dickinson.

**DOOR STRATEGY:** We hear... no velvet rope (yeah, right!). They're promising no security guards with headsets accosting patrons at the door. However, access to the exclusive rooftop sushi bar will require a personalized VIP card.

### PROJECT: BondSt Beverly Hills

**DIRECTOR/PRODUCER:** Jonathan Morr, owner of BondSt New York, BondSt Lounge South Beach, Republic in NYC, and Townhouse Hotel, Miami.

**TEAM:** Co-partner and General Manager Steven Durbahn, design coordinator Christian Schultz (Dodd Mitchell Design), furniture by India Mahdavi and BDDW, kitchen designer Russell Stilwell, a slew of sushi chefs flown in from New York, hot waiters, and signature bartenders.

**DESIGN:** Staying true to BondSt original, mixed in with a local sensibility. A major difference is to make the restaurant conducive to lunch by bringing in the outside with big open windows, ivy and grass walls. And yes, there will be an al fresco smoking section. "It's not really about creating design," says Morr. "It's 100 percent about the feel of the space."

**LOCATION:** Corner of Wilshire and Crescent Heights boulevards, encompassing two floors of the Thompson Beverly Hills hotel. Alias: Agent Avenue. Think pow-wow lunches.

**MOTIVE:** "Purely selfish reasons. I love L.A.," says Morr, the restaurateur and hotelier who made NoHo ground zero for sushi enthusiasts seeking a Nobu-esque production for "subtly stylish modern Japanese dining. And the New York-Miami-Los Angeles connection plays out nightly at the Manhattan location. So L.A.'s the next logical step."

**MISSION:** "To bring a familiar piece of New York dining out West: it's not New York coming to L.A. No ego, aiming to become a neighborhood-like restaurant over time by embracing the neighborhood with a good feel, good food, and good service."

**THE CROWD:** "You only have control of a space until you open the door," says Morr. "We'd love a mix of Madeo, The Ivy, and the coffee shop at the Beverly Hills Hotel," he added, referring to his favorite L.A. restaurants. "Throw in a bit of Mr. Chow's, BondSt regulars, residents of Beverly Hills, and many fabulous John and Jane Smiths. Chefs lining the sushi bar is always a great compliment for a restaurant."