



**Beverly Hills City Council Liaison / Branding and Licensing Committee will conduct a Special Meeting, at the following time and place, and will address the agenda listed below:**

**CITY OF BEVERLY HILLS  
455 N. Rexford Drive  
Municipal Gallery  
Beverly Hills, CA 90210**

**IN-PERSON / TELEPHONIC / VIDEO CONFERENCE MEETING**

**Beverly Hills Liaison Meeting  
[www.beverlyhills.org/MyCommittee](http://www.beverlyhills.org/MyCommittee)  
Meeting ID: 516 191 2424  
**Passcode: 90210****

**You can also dial in by phone:  
+1 669 900 9128 US  
+1 833 548 0282 (Toll-Free)**

**One tap mobile  
+16699009128,,5161912424# US  
+18335480282,,5161912424# US (Toll-Free)**

**Thursday, January 22, 2026  
12:15pm**

***Please be advised that pre-entry metal detector screening requirements are now in place in City Hall. Members of the public are requested to plan visits accordingly.***

*In the interest of maintaining appropriate social distancing, members of the public can view this meeting through live webcast at [www.beverlyhills.org/live](http://www.beverlyhills.org/live) and on BH Channel 10 or Channel 35 on Spectrum Cable, and can participate in the teleconference/video conference by using the link above. Written comments may be emailed to [mayorandcitycouncil@beverlyhills.org](mailto:mayorandcitycouncil@beverlyhills.org) and will also be taken during the meeting when the topic is being reviewed by the Beverly Hills City Council Liaison / Branding and Licensing Committee. Beverly Hills Liaison meetings will be in-person at City Hall.*

**AGENDA**

- 1) Public Comment
  - a. Members of the public will be given the opportunity to directly address the Committee on any item listed on the agenda.
- 2) Request for Use of City Shield for Jet Set Candy
- 3) Adjournment



**Huma Ahmed**  
**City Clerk**

**Posted: January 21, 2026**

***A DETAILED LIAISON AGENDA PACKET IS AVAILABLE FOR REVIEW AT  
[WWW.BEVERLYHILLS.ORG](http://WWW.BEVERLYHILLS.ORG)***



Pursuant to the Americans with Disabilities Act, the City of Beverly Hills will make reasonable efforts to accommodate persons with disabilities. If you require special assistance, please call (310) 285-1014 (voice) or (310) 285-6881 (TTY). Providing at least twenty-four (24) hours advance notice will help to ensure availability of services. City Hall, including the Municipal Gallery is wheelchair accessible.



**CITY OF BEVERLY HILLS**  
**POLICY AND MANAGEMENT**  
**MEMORANDUM**

**TO:** City Council Liaison/Branding and Licensing Committee  
**FROM:** Magdalena Davis, Community Outreach Manager  
**DATE:** January 22, 2026  
**SUBJECT:** Request for Use of City Shield for Jet Set Candy  
**ATTACHMENT:** 1. Jet Set Candy Proposal Deck

**INTRODUCTION**

This report provides the City Council Liaison/Branding and Licensing Committee of Mayor Nazarian and Councilmember Wells (Liaisons) with an overview of the proposal for settlement and use of the City Shield by Jet Set Candy for a jewelry charm collection. The City periodically receives both inquiries about the use of the trademarked Beverly Hills City Shield, and also receives notice that a business has been utilizing the shield without a license. In the latter case, the City typically requests a settlement in addition to future use.

The City Council Liaisons are requested to review Jet Set Candy's proposed use of the City Shield, for the attached product designs, as well as the draft negotiated terms of the agreement.

**DISCUSSION**

**Background**

Staff receives inquiries from individuals and businesses looking to use the trademarked Beverly Hills Shield on products and merchandise. As requests are received, they are referred to the City's branding and licensing consultant CMG Worldwide (CMG). The City has contracted with CMG Worldwide since 2013.

Jet Set Candy is a jewelry brand offering a range of travel inspired designs in sterling silver, gold vermeil, solid gold and enamel. Their assortment includes charms, bracelets, necklaces, pendants and rings, including the BH shield, which is at the center of the settlement portion for review. The brand concept is built around the idea of a "wearable passport," allowing customers to celebrate their travels and keep memories close. Their collections broadly feature iconic landmarks, travel symbols, and place-based motifs, including representations of cities and destinations, as well as travel related imagery. Many pieces are designed to be collected and layered.

Their primary focus is travel retail, with distribution online and through duty-free and travel related retailers globally. This includes a flagship location in Grand Central Terminal and airport locations

at JFK, a planned LAX opening in 2026, and partnerships with cruise ships and other travel related retailers

The shield has been a part of their travel charm collections for the past 11 years. It features a charm that can be worn on a chain or bracelet and is offered in sterling silver, gold vermeil, or solid gold. While revenues to date have been moderate, Jet Set has indicated that they see meaningful opportunity to expand the Beverly Hills / City brand and focus efforts on establishing and growing their retail presence in Los Angeles, including a potential alignment with the Beverly Hills Hotel.

Staff does need to note that the current jewelry charms do feature a modification to the shield – without the trademark “swirls” on the bottom, and instead a flat treatment, rather than coming to a point (full design in Attachment 1).

Liaison request at this time is for both product review and agreement approval. Below are the draft terms.

**Decision Points for Consideration**

- Are the 3 charms from Jet Set Candy with the modifications for the shield recommended to move forward?
- Any additional considerations or recommendations for Jet Set Candy as they work with CMG to confirm an agreement based on the terms below?

Collaboration	Beverly Hills x Jet Set Candy
Property	City Shield
Products	Jewelry Charms
Location	Online; potential for future brick and mortar location including a planned LAX opening in 2026
Term	3 years from execution
Marketing and Advertising Territory	Jet Set Candy would lead launch; open to collaborations to feature charms in BH Visitors Center, in hotels or other pop-ups
Price	<ul style="list-style-type: none"> <li>• Sterling silver - \$78</li> <li>• Gold vermeil - \$98</li> <li>• Solid gold - \$598</li> </ul>
Royalty	<ul style="list-style-type: none"> <li>• \$5,000 settlement/license advance</li> <li>• 12% retail and wholesale sales worldwide</li> </ul>

**FISCAL IMPACT**

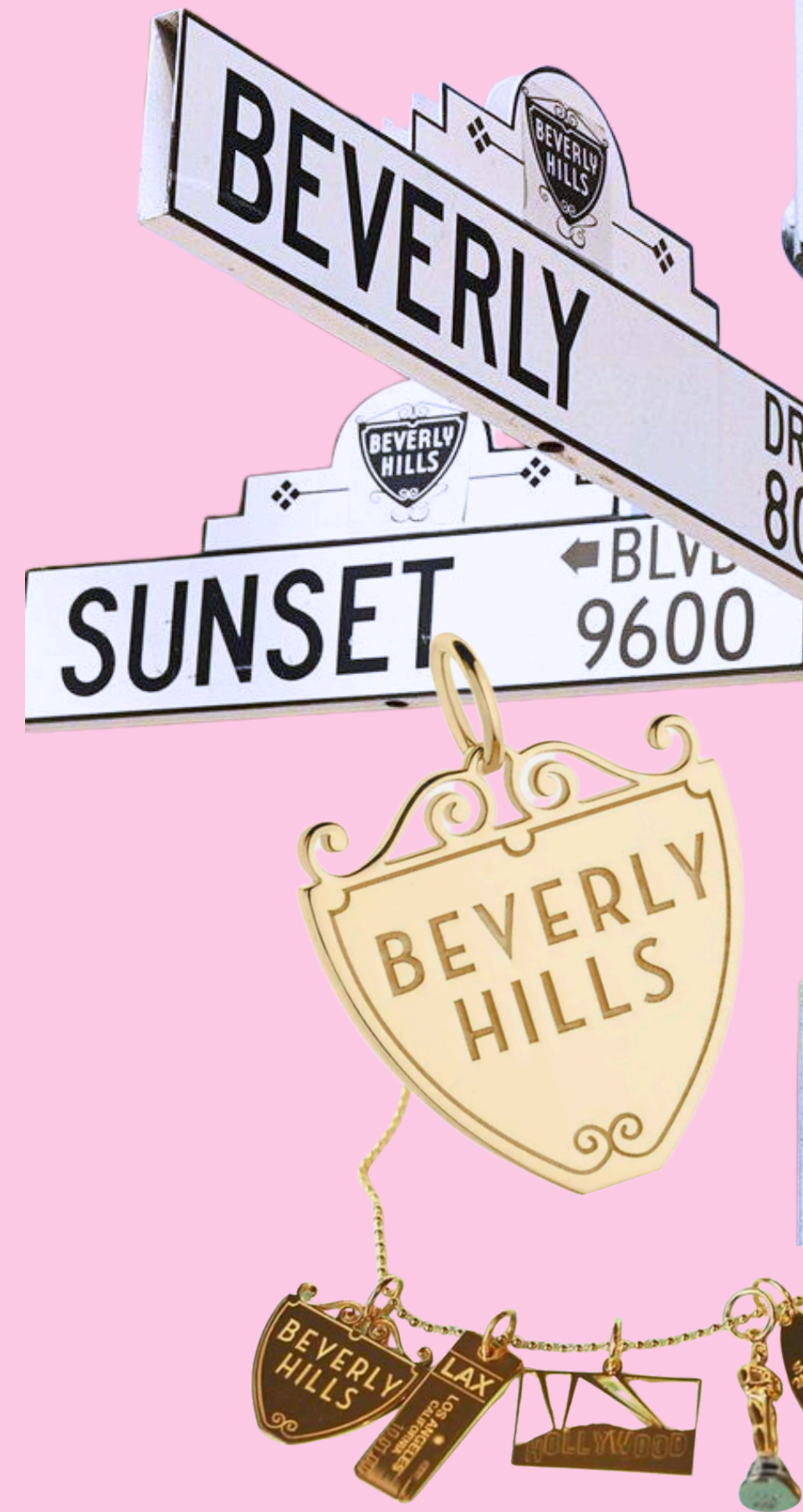
Agreement terms including any advance and royalties are listed above, and would be in the agreement, if recommended.

**RECOMMENDATION**

Staff requests the City Council Branding and Licensing Committee review and provide feedback regarding use of the Beverly Hills Shield by Jet Set Candy. Based on direction received, the proposal will be confirmed in an agreement for Council for approval.

# JET SET CANDY

x



ABOUT

# JET SET CANDY

## About Jet Set Candy

Jet Set Candy is a fashion jewelry brand inspired by iconic destinations, nostalgia, and the feeling of collecting memories as you move through the world. Each piece is designed to be playful, bold, and instantly recognizable - built for self-expression, gifting, and collection. Pieces are sold across the United States, making it a widely accessible brand with national reach.

## Product Focus

Jet Set Candy creates statement jewelry and charm-driven accessories that turn personal style into a story - featuring travel inspired icons, pop references, and collectible designs meant to be worn and layered.



## OVERVIEW

# Brand DNA

### **Mission:**

To create joyful, collectible jewelry that captures memories, celebrates individuality, and makes everyday style feel like an adventure.

### **Vision:**

To be the go to brand for statement charm jewelry – known for iconic designs, destination driven storytelling, and pieces people collect for life.

### **Brand Values:**

- Playful self-expression – style should be fun and personal
- Bold design – colorful, maximal, and made to stand out
- Storytelling – every piece has a feeling, a place, a moment
- Collectibility – wearable “keepsakes” you can build on over time
- Confidence + joy – jewelry that instantly lifts the mood

### **Personality + Tone:**

Confident, playful, worldly, and a little nostalgic



## OVERVIEW

# Jet Set Candy x Beverly Hills Shield

A special collaboration blending Jet Set Candy's bold, collectible jewelry design with the iconic Beverly Hills Shield - creating a piece that feels aspirational, recognizable, and destination driven.



### The Concept

- A statement charm (or capsule) inspired by Beverly Hills heritage + glamour
- Designed as wearable souvenir + collectible keepsake
- Built for gifting, tourism, and local pride

### Why It Works

- Jet Set Candy is known for destination storytelling
- The Beverly Hills Shield is a powerful symbol of prestige + place
- Together: a product that instantly communicates luxury, culture, and status

PRODUCT OVERVIEW

GOLD VERMEIL



STERLING SILVER



SOLID GOLD



Beverly Hills Shield, But Make it Jewelry

OUR APPROACH

# Brand Alignment

This collaboration brings together two worlds that naturally fit:



## Jet Set Candy brings:

- Trend-forward charm jewelry
- Collectibility + playful fashion credibility
- Strong giftable product format

## Beverly Hills Shield brings:

- Heritage + global recognition
- Luxury destination appeal
- Built-in cultural and tourist relevance

## Together:

A product that feels exclusive, premium, and instantly "Beverly Hills," while still fun and modern

WHO IT'S FOR

# Customer & Use Cases

Designed to connect with customers who love

- Luxury travel + iconic cities
- Collecting meaningful accessories
- Elevated souvenirs and giftable items

Key Moments

- Tourist + destination gifting
- Special trips/ milestones
- Local price
- Fashion styling + collecting



WAYS TO LAUNCH + BUILD MOMENTUM

# Activation Opportunities



## Launch Ideas

- VIP gifting to tastemakers / local BH personalities
- BH Visitor Center
- BH Hotels and In-store moments or pop-up tie in (if applicable)

## Content Moments

- "Wear Beverly Hills" styling edits
- Travel/postcard-inspired visuals
- Collectible close ups