

805

LIVING

The
Wellness
Issue



Pulse

TRACKING THE BEAT OF THE 805

By Leslie Dinaberg



LATTE ON THE SPOT

Instant superlattes—chai, matcha, golden turmeric, and coffee flavors combined with adaptogens, probiotics, and plant-based milk—are now available to make at home thanks to **Clevr Blends** (clevrblends.com), a Santa Barbara-based business that started as a pop-up latte bar. “The transition to making a DIY product really happened once we realized that, despite our drinks making people feel amazing, they were difficult for most folks to recreate in their daily lives,” says CEO Hannah Mendoza. “At

that point, we knew we needed a more accessible way to bring the plant magic into people’s homes.”

Clevr Blends are available online and the company donates one percent of revenues to organizations that further food justice. “As a food brand with a mission to help people feel better through easy, accessible wellness products rooted in ethics and sustainability, it is extremely important to us that we ensure we apply the same values close to home,” says Mendoza.





A TIP OF THE HAT

Launching a retail business during a global pandemic is surely an act of faith, which fits right in with **Desert Rose Hat Co.** (desertrosehats.com) owner Marlene Taylor's mission to make "quality goods for a higher purpose." The cozy space in downtown Santa Barbara's historic La Arcada Plaza is tailor-made for her handcrafted hats—which are inspired by her father's western wear and her own bohemian style and made using century-old techniques—and her curated collection of clothes and accessories. As for the higher purpose: 5 percent of hat sales benefit two Santa Barbara nonprofit organizations, Domestic Violence Solutions and CALM (Child Abuse Listening and Mediation). "It was important to me that this brand be more than just a brand," says Taylor. "My hope for this company is to create ripples of change in my own community."



At Desert Rose Hat Co., owner Marlene Taylor (top, left) complements her handmade hats with other handcrafted accessories, like a leather handbag (above) by Lore (sheworelore.com).

GOING WITH THE FLOW

Firestone Walker Brewing Company (firestonebeer.com) ventures into new territory with *Flow State*, a monthly video series (youtu.be/Invvcsi2P24) hosted by adventurer Dylan Efron (right), who grew up on the Central Coast and honed his thirst for pushing the limits as a professional triathlete before becoming a producer and star of the Netflix show *Down To Earth* and launching the *Off the Grid* YouTube series with his brother, actor Zac Efron.



Flow State challenges world-class athletes and performers with outdoor exploits that are unfamiliar to them. For example, in one episode Brazilian professional skateboarder Leticia Bufoni learns to rock climb despite her fear of heights, and, in another, beach volleyball superstar brothers Riley and Maddison McKibbin go off-roading.

"Outdoor adventure is a way of life around here, and it's something we're passionate about," says Firestone Walker cofounder David Walker. "The Central Coast has been our home for 25 years, and as a local, Dylan is the perfect friend and partner to help us tell these stories."



Dylan Efron shows Brazilian professional skateboarder Leticia Bufoni the ropes in an episode of *Flow State*.

OVERARCHING PRINCIPALS

The global pandemic may have made it difficult to hang out with neighbors, but Spotify has made it easy to plug in and connect. The new **Archewell Audio** podcast series (sptfy.com/5nto) from Montecito residents Prince Harry and his wife Meghan, The Duke and Duchess of Sussex, launched in December with a holiday gathering of inspiring guests from around the world. Joining the royals to reflect on the challenges of the past year and offer hopeful toasts to 2021 were former Georgia gubernatorial candidate Stacey Abrams, World Central Kitchen founder José Andrés, University of Houston research professor and best-selling author Brené Brown, self-help guru Deepak Chopra, CBS's *The Late Late Show* host James Corden, music icon Elton John, three-time tennis Grand Slam champion Naomi Osaka, and entertainment mogul Tyler Perry, among others. The series continues this year.

EFFICIENCY BEGETS QUALITY TIME

Founded by sisters Alia Glasgow, an event producer, and Casey Geeb, an interior designer, **The Efficiency Project** (theefficiencyprojectsb.com) helps families create time-saving interiors that free up more precious moments to do the things they enjoy the most. Creating a drop zone for keys near the entry to a home, for example, can save time spent looking for them.



Casey Geeb (left) and Alia Glasgow are in the business of getting homes organized and making them beautiful.

“Design and organization really do go hand in hand,” says Glasgow, who specializes in the organizing side of the business, “and the fact that we can support and brainstorm with each other on both means Casey’s design is stronger. I help her with the functional [aspects], and she makes it look really great.”

They also offer help for those moving from one home to another and enhancing the appeal of a home to live in or to sell. ♦

THE LANDING

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