



MODERN MAN

ROBERT YADEGAR

NICHE BEVERLY CEO

Robert Yadegar is one half of the glamorous design duo at Niche. He is the man behind the scenes of a growing retail and design empire. Opened in 2009, Niche has become the leader in luxury living, boasting collections by the industry's leading designers. Situated in the world-famous West Hollywood Design District, Niche is a finely curated showroom that has attracted some of the prominent players in the world of art, business and entertainment.

"Remember, nothing comes easy. I've made many mistakes, and failed many times, but nothing could stop me from getting to where I wanted to be."

With an ever-growing portfolio, Niche's reach in luxury residential and hospitality design extends from Beverly Hills to the Middle East. The showroom encompasses collections of home accessories, furniture, objects d'art procured from the couple's travels around the world. World-renowned designers such as Paola Lenti, Kettal, Roda, Missoni Home as well as unexpected gems such as Vittorio Bonacina and Arflex are exclusively represented at Niche. Aside from his work at Niche, Yadegar is an entrepreneur who is always on the lookout to invest in up-and-coming businesses. He resides in Beverly Hills with his fifteen-month-old daughter Colette and wife Robina Benson. He is also a sushi connoisseur and avid nature lover.

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Clothing by Isaia
Shot on location at Mr. C Beverly Hills