

January 2008

Personalities

Rande Gerber

It's Saturday, just before noon, and nightlife entrepreneur Rande Gerber is looking a little sleepy. He'd been up late the night before celebrating the launches of his two new Hard Rock Hotel hotspots, Sweetwater Saloon and the sexy rooftop Moonstone Lounge.

Noon, to the average impresario, doesn't even register on the alarm clock. But Gerber — who nationwide has 25 bars and clubs under his belt, as well as a new line of premium cocktail mixers called Midnight Bar Collection — is a family man, husband to supermodel Cindy Crawford, and father to two genetically blessed children, Presley and Kaia.

"My family always comes first obviously," Gerber explains. "I try not to be gone more than three or four days at a time...and I don't get much sleep. No matter how late I stay up at night, I'm still waking up in the morning to see my kids before they go to school."

The Malibu-based Gerber says he and his family have enjoyed exploring San Diego together, especially the zoo and the Gaslamp. Later that same night, though, the kids would be tucked into bed while Gerber and Crawford enjoyed a red-carpet late night with friends at the hotel's buzzworthy bars. Luckily for them, it wasn't a school night.

— AnnaMaria Stephens, photo by Kristy Ann Mann

