

Asim Abdullah continues Cyril Magnin love of San Francisco

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Cyril Magnin near single-handedly kept international consulates from moving to Los Angeles and out of San Francisco during Magnin's tenure as San Francisco Chief of Protocol, seen in top photo with grand lady Charlotte Maillard Swig Schultz, current Chief of Protocol for both San Francisco and the State of California. Continuing such love for The City, and with prescient vision of San Francisco as the world leader to watch, Asim Abdullah, center below with Sophie Azouaou and Nouri Azouaou, made it possible for the first-ever launch of a major designer line from America's favorite City without nod to New York. Top photo by [Robert Altman](#). Bottom photo by [John Han](#).



BELIEVE IT OR WHAT

By Pat Murphy

Big tip of the chapeau and goodly bow to Asim Abdullah who last week cast his place in San Francisco history by keeping global focus on The City this world loves to cherish...

For too long, prevailing belief placed New York as premier fashion runway... That myth is now shattered, thanks to this man...

Across the generations, Abdullah stands shoulder-to-shoulder with mighty Cyril Magnin who strained heroically — and succesfully — in keeping San Francisco the West Coast capital for international consulates...

Thanks bountifully to those who labored with Abdullah to make fashion history... Claudia Ross who shared the vision for so long, Sophie Azouaou who brought it to world attention, Joel Goodrich and Mark Calvano who teamed to smooth the way...

San Francisco is now the cutting edge location for stem cell research, digital arts innovation, fashion, and Gavin Newsom's multi-pronged turnback of global warming...

We have these people to acknowledge, to thank — and relish ourselves for being the very best...