

EXECUTIVE STYLE OFFICE

Female Accents



Longtime Tenant:
Gloria Allred at the
Mid-Wilshire office of
Allred Maroko & Goldberg.

Over rights attorney Gloria Allred, 75, has been a staple of the L.A. legal community for many years. So has the office of her firm, Allred Maroko & Goldberg, which was co-founded in 1976.

Though she can't recall the exact date they moved in, Allred said she and her two partners have occupied the Mid-Wilshire high-rise for decades.

"We have no intention of moving," Allred said, adding that the location is deliberately Beverly Hills adjacent. "I didn't want a Beverly Hills address." Because the firm's clients are often alleged victims of injustice at the hands of "the rich and powerful, the famous, big corporations, small businesses," she never wanted to house the firm within ZIP code 90210,

which the media associates so strongly with money and excess.

Although Allred acquired most of her furniture from L.A.-area shops, the Philadelphia-born attorney favors traditional period furniture, which she said is reflective of her East Coast upbringing and appropriate for the dignified profession of law.

She also strived to make sure her surroundings reflect the clientele she's most associated with: women. A closer look around the room, which features ornate, dark wood furniture against soft cream-colored carpet, reveals many pieces that feature female imagery. Her massive desk, for example, has busts of women carved into the wood.

The space, and the hallway leading to it, are

'I didn't want a Beverly Hills address.'

GLORIA ALLRED,
Allred Maroko & Goldberg

filled with photos of the attorney posing with presidents and celebrities. On a side table stands a photo of Allred with Hillary Clinton, both dressed in red. Allred said with a laugh she does not always wear "all red," though she used to favor the color for some media appearances.

Allred said when she attended Loyola Law School, the class was 93 percent male. Though 2016 data from the American Bar Association indicates more than 50 percent of U.S. law students are now female, "women lawyers are not half of all the partners in a firm, and that's significant," Allred said. "Partners, at least senior partners, are able to make decisions on what cases a firm will take. Associates don't have that power."

—Diane Haightman



'Blind Justice': The bronze statue by Nicolas Mayer illustrates Alred's desire to see the practice of law balanced by female hands.



'Grandmother' clock: Alred's name for her unusual grandfather clock that features women on its face.



English barrister wig: "I had to fight to buy that years ago. They told me they only sell them to English barristers," Alred said of the wig, which she purchased in the mid-1970s just before she entered practice.



Spirit of Eleanor Roosevelt Award: Alred keeps this 2002 award from the Women's Democratic Club of Riverside in a prominent place on her desk. One of her favorite Roosevelt quotes: "A woman is like a tea bag — you can't tell how strong she is until you put her in hot water."

English 'bobby' uniform, circa 1800: "This gives me the opportunity to tell people that men who wore uniforms like that used to arrest women in England and then take them in handcuffs to jail, all because they were asking for the right to vote," Alred said.



Desk detail: Another opportunity to bring women into her law office.