



# THE FUTURE OF FASHION

FASHION WEEK'S MOST EXCLUSIVE GET-AWAY FROM *Robert Verdi*



# THE FUTURE OF FASHION

Robert Verdi's Luxe Laboratory hosted The Future of Fashion, the fifth season of the fashion insider's dream retreat during NYC Fashion Week. Situated just blocks between the shows at Bryant Park and Milk Studios, the exclusive retreat is the perfect pit stop for elite fashion insiders to escape the fashion week frenzy. Stylish event partners this season offered exclusive services, effortless indulgences and innovative ideas that are shaping the future of fashion & the way we live.



## GUESTS

J. Alexander  
*America's Next Top Model*

Nigel Barker  
*America's Next Top Model*

Derek Lam  
*Designer*

Erin Lucas  
*The City, Actress*

Kerri Walsh  
*Olympic Gold Medalist, Volleyball*

Veronica Webb  
*Model & TV Personality*

Jack Mackenroth  
*Project Runway, Designer*

Kit Scarbo  
*Project Runway, Designer*

Fabiola Beracasa  
*Socialite*

Stacey McKenzie  
*Canada's Next Top Model*

June Ambrose  
*Celebrity Stylist*

## VIPS, FASHION INSIDERS & MEDIA INCLUDED:

James Aguiar  
*Full Frontal Fashion*

Phillipe Rollano  
David Trujillo  
*The Blonds, Designers*

Joseph Altuzarra  
*Altuzarra, Designer*

Prabal Gurung  
*Designer*

Mia Moretti  
*Celebrity DJ*

Antonia Thompson  
*Socialite, Interior Designer*

Lauren Goodman  
*Socialite, Photographer*

Julie Gilhart  
*Barney's Fashion Director*

Sally Singer  
*Vogue, Fashion Director*

Joanna Coles  
*Marie Claire Editor-in-Chief*

Suzanne Sykes  
*Marie Claire Creative Director*

Suze Yalof-Schwartz  
*Glamour Magazine*

Julia Allison  
*Non Society Founder*

Lynn Yaeger  
*Fashion Icon, Journalist*

Marylou Luther  
*International Fashion Syndicate, Editor-in-Chief*

Ruth Finley  
*The Fashion Calendar, Founder*

Mickey Boardman  
*Paper Magazine, Editorial Director*

Alex Badia  
*WWD, Men's Fashion Director*

Nicole Fischelis  
*Macy's Vice President*

### PUBLICATIONS PRESENT INCLUDED

Plus Vogue, Harper's Bazaar, T: The New York Times Style Magazine, E! Entertainment Network, CNBC, InStyle, Nylon, Zink, Lucky Magazine, Glamour, Cosmopolitan, Life&Style, Star, People StyleWatch, People En Espanol, NY Magazine, Real Simple, More Magazine, Ebony, Essence, Shape, Vibe, Vanity Fair Italia, Boston Globe, Boston Herald, Huffington Post, The Zoe Report, Teen Vogue, Seventeen, Hollywood Life, AOL Stylelist, Accessories, Health, Rachael Ray, Cool Hunting and more.

## TWITTER PARTY



The week-long retreat kicked off with one of Verdi's renowned Twitter Parties where influencers & online editors gathered to hear his forecast for The Future of Fashion, revealing each partner with exciting Oprah's-favorite-things-style giveaways during his presentation on the 103" plasma TV. Verdi & guests tweeted the news to their followers & twitterers chiming in online, lighting the fire that already reached **1 million people** over the course of the week!

### FEATURED TWEETS:



#### @SEVENTEENMAG

Getting a @GINGERandLIZ mani @robertverdi luxe lab for fashion week! Loving "hold the drama" purple!

**63,379 followers**



#### @SELFMAGAZINE

Shop for your home at [www.moderndose.com](http://www.moderndose.com) and get super cute, affordable items for every room. We love the Pierced Porcelain Lantern!

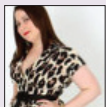
**19,084 followers**



#### @TDAILYOBSESSION

Jouer "to play" makeup- you can make your own customized kit!

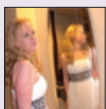
**5,998 followers**



#### @EYE4STYLE

"Twitter this!" @RobertVerdi had hot Carrera sunglasses before @ladygaga! Future of eyewear. #rvtips

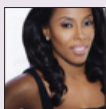
**3,675 followers**



#### @ALYWALANSKY

The future of cocktails - absolut berry acai! #rvtips - so good! I'm on my third glass!

**4,238 followers**



#### @JUNEAMBROSE

Mad Monday! The Luxe Lab is an absolute movie. Just ask the hostess with the mostess, @RobertVerdi

**45,177 followers**







OLYMPIAN KERRI WALSH



STACEY MCKENZIE



VERONICA WEBB PICKS FROM CARRERA'S INNOVATIVE STYLES



MICKEY BOARDMAN & LYNN YEAGER



JACK MACKENROTH & KIT SCARBO CUSTOMIZE LLBEAN TOTES





FABIOLA BERACASA



J. ALEXANDER TRIES CUSTOM-MADE TFOF POLISH



MARY RAMBIN



LIVE STREAM OF MARY RAMBIN'S COVERAGE AT THE EVENT



JUNE AMBROSE & ROBERT VERDI





SUZE YALOF SCHWARTZ TOUCHES-UP BY JOUER



CRISTIN CHIN & NIGEL BARKER



JOANNA COLES AND DAVIDE TORICHIO



CALORIE-BURNING SHAPEWEAR!



ERIN LUCAS



LAUREN GOODMAN, PHILAE KNIGHT, ANTONIA THOMPSON



MIA MORETTI





SALLY SINGER



JAMES AGUIAR & HEATHER LANZETTA MAKE CUSTOM VANS



JULIA ALLISON



DEREK LAM



THE BLONDS



## PRESS ALREADY INCLUDES

### GLAMAZONS

By the end of Fashion Week, editors are the walking dead in Louboutins and Jimmy Choos. As fun as it looks, trekking from show to show without a second to breathe, eat or sleep is not for the faint of heart. The Future of Fashion lounge, hosted by TV personality and style expert, Robert Verdi, was the perfect antidote for stressed writers, bloggers and even celebs.

Nestled in the center of the Fashion Week circus, the Luxe lab was transformed into a fashion and beauty oasis, with makeup, hair and nail applications and cocktails courtesy of the new Absolut Berri Açaí. Celebs, like June Ambrose and Miss J, who I ran into getting his nails did, stopped by to take a much-deserved break between shows and mingle with the crème de la crème of the Fashion world.

But that's not the best part. Robert Verdi's lounge is the perfect place to discover the new and the next in Fashion and Beauty. Robert Verdi has earned the moniker, the gay Oprah (Goprah) for his penchant for finding the best and brightest brands in the biz. (P.S. While chatting, we realized we went to the same high school in New Jersey! He's so my gay boyfriend in my head but I digress...)

Once you get the Robert Verdi stamp of approval, it's a known fact that you're on your way to a whirlwind of success. And that success is well deserved. Each brand he embraces has something special about them—whether it's a fresh take on makeup packaging or innovative shape wear technology that's nowhere else on the market.

### VIBE

I headed over to Robert Verdi's "luxe lab" for a few hours. The celebrity stylist and newly-minted reality show star has a loft set up for beleaguered editors to come and alternatively be health conscious via Blue Print Cleanse's raw dishes and louche swilling glasses of Absolut Vodka's new Açaí berry flavor... Mercedes-Benz, the official sponsor of New York Fashion Week, was also providing transportation from the Luxe Lab so when I had to return to Milk Studios for Band of Outsiders, I arrived in style. *photo below:*



J. Alexander in the Mercedes s400 TFOF car service

### OK! MAGAZINE

Spotted: Miss J. Alexander hitting the Robert Verdi Lounge during NY Fashion Week, and trying out a new ABSOLUT BERRI AÇAÍ Sour cocktail.

### THE DENVER POST

2 p.m. Cab it to Robert Verdi's studio on West 30th Street for a Future of Fashion immersion. In the fashion and lifestyle guru's penthouse (floor 12A? Do you think they were afraid of calling it the 13th floor?) there were demos from Phyto's new professional hair products line; manicures from Ginger+Liz, a new polish line that's free of harsh chemicals; make-up touchups from Jouer Cosmetics' Heather Graham-look-alike artist Chelsea, and the unbeatable low-carb lunch combo of a Blue Print Cleanse kale salad and a Absolut Berri Acai cocktail. (Now you know what keeps the fashion crowd fueled.)

### THE FABULIST REPORT

In the midst of all the chaos The Robert Verdi Suite offered a great space to preview a wealth of new products, eat, and just relax. The suite felt as it was your friend's cozy apartment with decor provided by Modern Dose and Artwork from 20x200 Jen Bekman Projects. Its lovely and services offered even better. And they were a lot.

### SUNSHINE ON SUGAR HILL

A calming oasis in the turbulent seas of Fashion Week, Robert Verdi kindly opens his doors to re-fresh, re-boot and re-hydrate each season. To-die for popcorn, manicures and beauty services, even bra fittings are coupled with Absolut cocktails and wide screen TV (showing the latest hilarious Robert Verdi episode) to allow those battle weary to enjoy a brief moment of respite.

### AND MANY MORE!