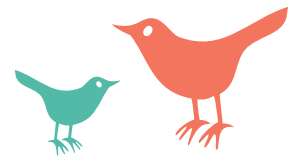


luxelaboratory

TWEET THIS!

#RVTIPS GETAWAYS



Robert Verdi HOSTS

A GETAWAYS TWITTER PARTY

JULY 22ND, 2010

Tweet This!

An influential group of online media gathered at Robert Verdi's Luxe Laboratory to get Verdi's inside scoop on what's hot in travel. Verdi dished on his picks for every type of traveler & guests received each item, unveiled one-by-one during the event. Thousands of people online twittered in to the event to participate in live Q&A, competitions, giveaways and more. Media guests tweeted in person & remotely to share the exclusive info with their followers. Guests left with all of Robert's picks from the evening and received the printed presentation flip book as take aways with the editorial content from the event.



Invite sent out to editors to attend in person (above left), online alert for remote media & twitterers (above right), plus gift guide flipbook with images & information about each item for guests to take home after the event (right).

Participants Included:

Adventerous Kate Kate McCulley @AdventurousKate	Every Day w/ Rachael Ray Cameron Curtis @rachaelraymag	Huffington Post Felicia Sullivan @felsull	Second City Style Lauren Dimet Waters @secondcitystyle	Cosmopolitan.com Zoe Ruderman @cosmoonline
ShoeFinds.com Aly Walansky @alywalansky	TheDailyObsession.net Carolyn Hsu @tdailyobsession	ThisThatBeauty Felicia Walker Benson @ThisThatBeauty	UrbanDaddy Marisa Berman @urbandaddy	Fashion.Style.Beauty.com Kristin Booker @fashionstbeauty
Izzibag Anne Agoren @izzibag	Inflight Insider Carolyn Paddock @inflightinsider	Ladies' Home Journal Gabrielle Porcaro @lhjmagazine	Stylemom.net Michelle N. Pace @stylemom	IHeartHeels.com Julie Wax @iheartheels
Jet Set Girls Anne Fritz @jsganne	Honey Magazine Christina Brown @honeymagazine	MomFinds.com Jeanine Edwards @momfinds	FashionIndie.com Rebecca Saynt @fashionindie	
RealBeauty.com Ariana Finlayson @realbeauties	Seventeen.com Dan Koday @seventeenmag	Robert Verdi @RobertVerdi	Fashion Spot Sharon Feiereisen @fashion_spot	
Maverick Ashley Bell @mavdig	Glam.com Daniella Asantewaa @onglamfashion	Fashion Pulse Daily Julia DiNardo @fashionpulse	The Frisky Sophie Leon @thefrisky	
Urban Daddy (Jetset) Caitlin Ganswindt @urbandaddy	Gobackpacking.com Danielle Alvarez @rtwdave	Hollywood Life Katrina Mitzeliotis @HollywoodLife	Savvy Mommy Victoria Pericon @savvymommy	

LIVE ONLINE INTERACTION



The Getaways live video & twitter feed hosted at www.thervtips.com was buzzing throughout the event! Thousands of people online twittered in to the #rvtips event feed with insight & questions for the chance to have Robert answer them on the livestream video. Plus the online viewers twittered to win Robert's great gift bag as items were revealed throughout the night. To make the event even more interactive for online viewers, anyone who tweeted their own insight using #rvtips before the event was entered and had the chance to have their tweet featured & announced by Robert on camera at the event.

EXPERT GUESTS



Robert invited a panel of travel insiders to also share their expertise with guests and viewers during live Q&A. Experts included Travel Agent Kelly Demarco (above), Travel journalist Robert Reid (center) & Travel boutique owner Brad John (far right).

PRESENTATION & EDITORIALIZED CONTENT



Verdi gathered his guests in Luxe Lab's media room in front of the 103" plasma screen as the exciting livestream video of his presentation began in front of the the perfect backdrop, a slideshow designed like his very own travel journal. The visuals on the 103" screen helped guide guests & online viewers along with Robert's entertaining presentation including slides displaying each giftbag item individually with travel tips & insightful details tied to each. Designed using vintage postcards, Robert's travel journal featured each product on its own page as it was unveiled, each introduced with a teaser slide naming a type of traveller that would love this travel essential.

Over 5,500 Live Tweets With a Reach of Over 10,000,000!

TWEETS INCLUDED:

FOLLOWERS:



@lonelyplanet Don't miss @reidontravel talking #travel w/ @robertverdi follow #RVTIPS & watch live #lp

131,243



@SecondCityStyle: The savvy traveler @flight0010 spacepak to maximize case space! #rvtips space for dirty laundry

7,803



@RachaelRaymag What's your favorite New England vacation spot? @lonelyplanet has a trip with 60 lighthouses in 60 hours!

9,471



@StyleMom: Check out @potourism to style up and shop the outlets! #rvtips #stylemom

8,515



@fashion_spot: Neutrogena just launched Healthy Defense..new TSA-approved moisturizer with SPF #RVTIPS

9,486



@CosmoOnline Attention overpackers! This is very cool... RT @RobertVerdi: Check out @Flight001 Spacepak clothes unit

48,439



@HoneyMagazine We're at @RobertVerdi's luxe lounge sipping on Bacardi @TorchedCherry summer cocktails. Perfect way to bring the vacay home #rvtips

15,953



@seventeenmag: Take your crush on the ultimate summer picnic (don't forget the frisbee!) with @redenvelope's picnic set! #rvtips

82,039



@momfinds Robert Verdi never disappoints! Another amazing tweet-up #rvtips

25,392



@TheFrisky Great travel tip from #rvtips best time to book online 2am!

18,788



SavvyMommy: Ooooooh a moisturizer by Neutrogena with SPF that is super light. #rvtips

4,444

Getaways Twitter Contest

Twitterers entered to win one of two super-luxe giftbags from the event filled with all of Robert's fave travel picks. The competition was posted before the event, tweeted by Robert & guests, and retweeted with their favorite event item and why they loved it for the chance to win all Robert's fave travel picks from the event. The second special giftbag additionally included a two-night stay in Turks & Caicos at Villa Renaissance. Two lucky winners were announced after the event. Consumers continued to tweet during the event as Robert unveiled items one-by-one that were included in giftbag giveaway: Prime Retail Outlets top travel finds, Brooks Brothers iron-free supima shirt, Lonely Planet's *New England Trips* guide, Luxe City Guides New York City guide, Flight 001 Spacepak, Samsonite Bright Lites carry-on luggage, Neutrogena Healthy Defense Liquid Moisturizer, Bacardi Torched Cherry flavored rum, Letarte swimwear, and the Red Envelope all-in-one cooler and grill set. For the second giveaway, consumers kept tweeting their travel faves from the twitter party for days following the event.



Winners Picked from over 3,000 tweets

Congrats to

@2boysblue & @waterbluffy

@Robertverdi My favorite item was the **@Samonsite** Bright Lites luggage, because carry on's are such an issue, this takes care of it **#RVTIPS**

I love **@robertverdi**'s getaways pick New England travel guide because I love Lighthouses! **#RVTIPS**

I love **@robertverdi**'s getaways pick **@P0tourism** because it's the best place in the world to shop for deals! **#RVTIPS**

I love **@robertverdi**'s getaways pick **@BrooksBros** cause my husband looks hot in their clothes! **#RVTIPS**

I love **@robertverdi**'s getaways pick Neutrogena's Healthy Defense is super light and comfortable for summer **#RVTIPS**

@RobertVerdi Love you, love your pants! Thanks for another fab twitter party! **#RVTIPS**

@RobertVerdi **Jumping up & down like a crazy person** OMG!! OMG!! I just saw that I won! Thank you so very much! Love you Robert!!!

I love **@Robertverdi**'s getaways pick: Bacardi **@TorchedCherry** because it makes a great cocktail **#RVTIPS**

@RobertVerdi i love the 360 wheeled suitcase as they are so great to travel with! **#RVTIPS**

I love **@robertverdi**'s getaways pick: **@Samsonite** Bright Lites because **@Samsonite** makes the best travel bags! **#RVTIPS**

I love **@robertverdi**'s getaways pick: **@letarteswimwear** because they have suits & coverups in all styles & design for my travels! **#RVTIPS**

I love **@robertverdi**'s getaways pick: **@LUXEguides** because their guides are great when traveling **#RVTIPS**

I love **@robertverdi**'s getaways pick: Neutrogena Helioplex because it feels great on my skin **#RVTIPS**

@RobertVerdi asking best things to do while visiting NY love to come soon and visit family **#RVTIPS**

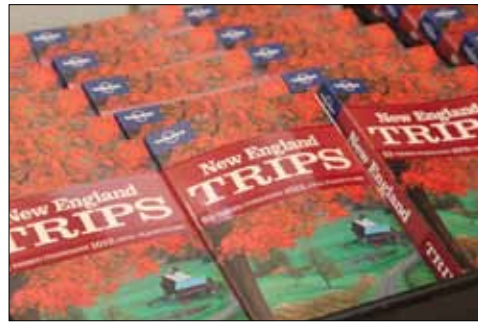
The contest buzz reached millions!



@JSGAnne excited as Robert's presentation begins!



Karen Fluharty & Robert Verdi



@thefashionspot



@adventurouskate



@stylemom, @savvymommy & @momfinds





Robert Verdi gives the audience his favorite bacardi recipe!



@urbandaddy



@cosmoonline



@seventeenmag



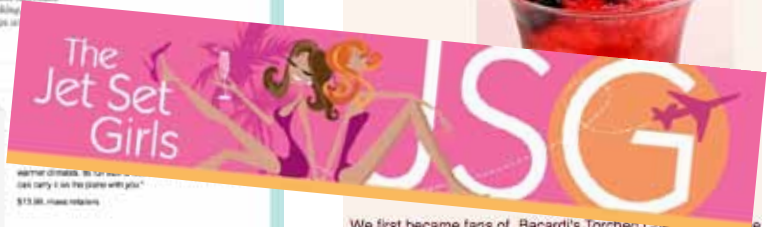
@secondcitystyle



@lhjournal & gobackpacking.com



PRESS & PLACEMENTS:



"Lifestyle expert, celebrity stylist and TV personality Robert Verdi shares his Green Luxury Travel Tips in this guest post."



"One of my favorite people in the universe, stylist to the stars Robert Verdi, hosted a fun get-together last night, where he shared some of his favorite tips for traveling in style."

So, Robert Verdi, I love you. Because you are fabulous, obviously – but also because you have, as always, saved my life in the nick of time — and helped me stay stylish in the process."



"Robert Verdi, stylist extraordinaire, knows a thing or two about traveling. With a recently released virtual travel guide, he's shared some of his secrets while giving tips on how to make the most out of your travels,"

"Since it's still July that means there's time left to plan and take advantage of summer weather fun, so this week I got some great ideas and items to test out thanks to Robert Verdi's Getaways event..."



PRESS & PLACEMENTS:



“The dapper Robert Verdi shares his impeccable tips on travel, life, style and the universe...”



on you, but there's still a good month for two—depending on where you live!—of great summer weather left to plan a getaway. But before you start thinking about your ultimate or last-minute summer vacay, check out these travel tips and ideas from celeb stylist **Robert Verdi**.

Plan a Roadtrip With Friends!

Robert's Tip: Grab a bunch of friends and hit the open road! Throughout your roadtrip, try and stay with friends rather than booking hotel rooms. Share traveling expenses with the group to cut costs.

Instead of Booking a Hotel, Check-in To a Friend's Place

Robert's Tip: House-sitting a friend or family member's vacation home is a great way to get away for a weekend or week with little to no cost. Find out early in the year when a friend plans on getting away and offer to take care of their home while they're gone. Leave the house cleaner and heater than you found it and you'll always be at the top of their house-sitting list!

Take Your BF Along With You!

Robert's Tip: A day at the beach is a great way to get away and spend some time getting to know that special someone. All you'll need is **Field Ecosystem's all-in-one bathing cooler and grill** and a blanket to lounge on.

Pack Light (Even if You're a Fashionista Who Needs Options)

Robert's Tip: Use compression bags to minimize the weight and size of your bag. **Flight 001** has a fabulous packing system called **SpacePak** that will help manage your need to overpack and organize your wardrobe so you have everything you need once you get to your destination.

So, what are your tips for planning the perfect getaway? Share them in the comments below, and for more of Robert Verdi's fashion and beauty ideas, check out his [Twitter page!](#)

July 22, Robert's turning his Twitter party focus to travel, and let to partake. From 7 to 8pm EST, listen in and contribute. All on all things travel—things to pack, places to go, Robert tells us, 'not just the lake or beach'. Just follow or check his website.



“Last Thursday we attended Robert Verdi's Tweet This party. Our co-founder Brad Johnson gave travel tips and demonstrated our award winning packing Spacepak system!”

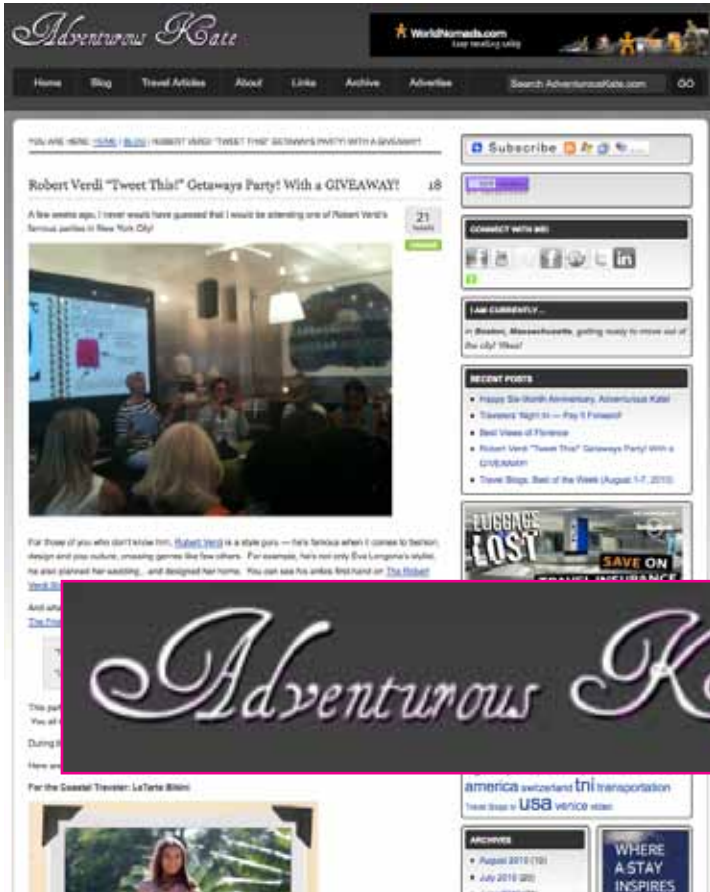


RobertVerdi August 5, 2010 **primeoutlets, rvtips**

24 Hour Sweepstakes! RT Follow @TheFrisky for a chance to win \$50 #PrimeOutlets Gift Card! #RVTIPS <http://ht.ly/2komV> <http://ht.ly/2kqp1>

“This Thursday, July 22, Robert’s turning his Twitter party focus to travel, and invited Lonely Planet to partake. From 7 to 8pm EST, listen in and contribute to a live Twitter Q&A on all things travel — things to pack, places to go (‘atypical places,’ Robert tells us, ‘not just the lake or beach’). Just follow #rvtips on Twitter. Or check his website.”

PRESS & PLACEMENTS:



"A few weeks ago, I never would have guessed that I would be attending one of Robert Verdi's famous parties in New York City!

This party, held at Robert's Luxe Laboratory, was for prominent travel tweeters, which is why I was invited. You all know me...if nothing else, my life is about travel and Twitter!

During the party, Robert introduced his favorite travel-related items and we tweeted them to our followers."