



★ ★ ★ ★ ★ ★
**GREAT
AMERICAN
STYLE**

★ ★ ★ ★ ★ ★
**A FASHION WEEK
RETREAT**

★ ★ ★ ★ ★ ★
**SEPTEMBER 6-11
2008**

★ ★ ★ ★ ★ ★
PRESENTED BY *Microsoft*





Zip by in a ZipCar. Don't miss a single show or soiree using the new thefashionlist.com. Fill up and stay trim with lunch from NuKitchen. Toast the trends with California's finest bubbly, Domain Cameros. Spoil yourself with a sweet treat from Hershey's. Replenish your electrolytes with Smartwater. Score a snack from Campbell's. Flaunt a flawless face with Max Factor. Tame your tresses and smooth your skin with Kiehl's. Gloss your nails with Essie. Sip a classic Coca-Cola. Protect your eyes from the paparazzi with shades from Solstice. Slip into a pair of sexy jeans from Rock & Republic. Gather up fashion week classics from Coach. Grab a pair of Foot Petals to soothe that love/hate relationship with your shoes. Keep it clean with The Good Home Co. Indulge in a tasty 70 calorie dessert from Jell-O. Get an extra boost with E-Boost. Capture the moment with Kodak. Dine with delight with a Michelin guide. Plan a trip with super stylish Wallpaper City Guides from Phaidon. Tailor your trousers with Singer. Be fashionably on-time with Timex. Step out in a new pair of Sperry Top-Siders. Glam up your style with Lia Sophia. Tune in to new classics from TV Land. Spruce up your wardrobe with Lord & Taylor. Soothe your senses with Le Cherche Midi. Swig an "Ameritini" from Shakers Vodka. Get hip with an LnA tee. With Microsoft, you can drop by, log on, check your email and file your story at the Luxe Laboratory.

GREAT AMERICAN STYLE * SEPTEMBER 6-11 * 10AM-6PM DAILY

GREAT AMERICAN STYLE: CELEBRATING OUR FASHION HERITAGE!

With the election just months away, Robert Verdi's Luxe Laboratory hosted **GREAT AMERICAN STYLE**, an exclusive fashion week retreat celebrating iconic American brands, both classic tastemakers and trend-setting newcomers, that have rewritten the canon of American style.

A powerful group of editors, celebrities and influencers were granted the enviable opportunity to escape the front row frenzy and relax just blocks away from the shows at Bryant Park. This elite group of fashion week insiders received a Luxe Access pass granting them entry into the private retreat where they indulged in America's finest fashion, food, drinks, design, spa treatments and beauty touch-ups from leading American brands that fashion the way we live.

GUESTS INCLUDED...

CELEBRITIES:

- Julianne Moore
Actress
- Eva Longoria
Actress
- Blake Lively
Actress
- Christina Ricci
Actress
- Winona Ryder
Actress
- Anna Ortiz
Actress
- Deborah Cox
Singer
- Malin Akerman
Actress
- Emmanuelle Chriqui
Actress
- J. Alexander
America's Next Top Model
- Nigel Barker
Photographer
- Fabiola Beracasa
Socialite

FASHION INSIDERS:

- Dana Thomas
Conde Nast, Author of *Deluxe*
- R. Scott French
Designer
- David Boatman
Documentary Filmmaker
- Deb Watson
Fashion Stylist
- Syl Tang
Financial Times, The Hip Guide
- Judy Licht
Full Frontal Fashion
- Luis Morais
Jewelry Designer
- Meredith Garcia
TheFashionList.com
- Carol Bell
The Patton Group
- Marysol Patton
The Patton Group
- Jennifer Sullivan
Model
- Caroline Ryder
Style Critic, *Variety*

EDITORS:

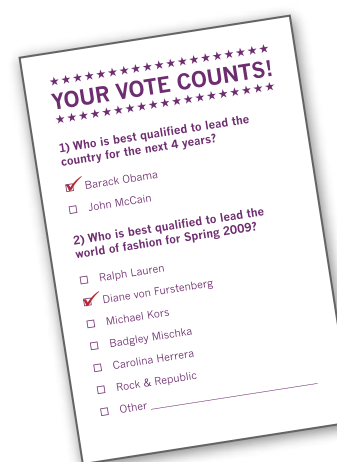
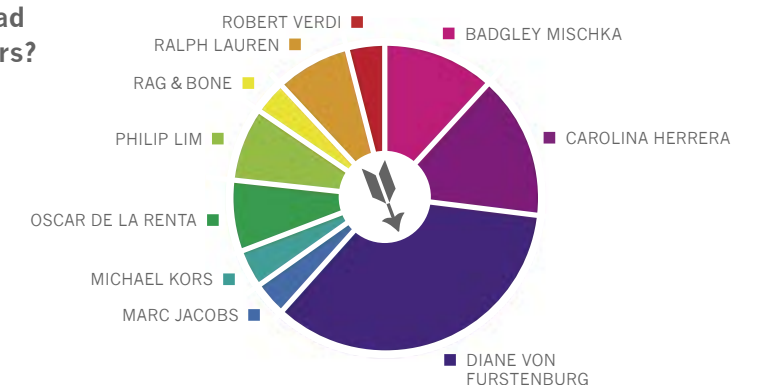
- Andrea Smith
ABC News
- Michael Stefanov
Esquire
- Joanna Bober
Glamour
- Suzie Yalof Schwartz
Glamour
- Lauren Cohen
Harper's Bazaar
- Lisa Stasiulewicz
Lucky
- Joanna Coles
Marie Claire
- Lucy Kaylin
Marie Claire
- Susan Plagemann
Marie Claire
- Suzanne Sykes
Marie Claire
- Renee Marchione
Men's Fitness
- Eloise Parker
NY Daily News
- Rose Apodaca
LA Times
- Marielle Bobo
OK!
- Colleen Difonzo
Marie Claire
- Kelly Will
NY Post, Page Six
- Kara Murphy
People Style Watch
- Julee Wilson
Real Simple
- Jacque Stafford
Shape
- Rachel Felder
StyleList - AOL
- Paula Correr
The Tobe Report
- Allison Corneau
US Weekly
- Sarah Brown
Vogue
- Sally Singer
Vogue
- Cheryl Tan
Wall Street Journal
- Rachel Dodes
Wall Street Journal

THE RESULTS ARE IN...

1) Who is best qualified to lead the country for the next 4 years?

JOHN MCCAIN (0)
BARACK OBAMA

2) Who is best qualified to lead the world of fashion for Spring 2009?





Winona Ryder loves Lord & Taylor cashmere



Blake Lively & Robert Verdi sport Carrera sunglasses from Safilo



J. Alexander rocks our custom buttons



Kodak's Zi6 Pocket HD Video Camera



Great American Style at Luxe Laboratory



Nigel Barker slips into a pair of Rock & Republics



Christina Ricci



Special Edition aluminum Coca-Cola Bottles



Shakers Vodka "Ameritini" Bar



Ashley Mallinson, Julianne Moore & Patrick Clayton



Eva Longoria & Robert Verdi



Dana Thomas gets made over by Max Factor



Joanna Coles gets an Essie manicure



Emmanuelle Chriqui & Malin Akerman



Campbell's Soup-inspired centerpiece by Rebecca Cole



Fabiola Beracasa picks a pair of Sperry Top-Siders



Jacquie Stafford samples the latest from Kiehl's



Campbell's Soup & snacks



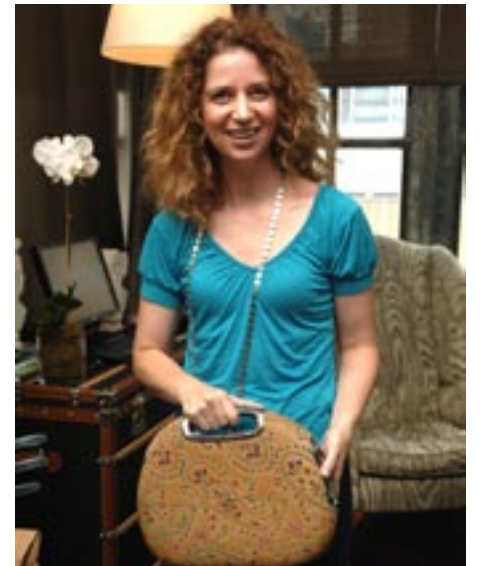
America's only 100% organic sparkling wine



Anna Ortiz carries Microsoft's Ego laptop as purse



Syl Tang snacks on Jello's 70-calorie sundae



Gabrielle Blair with Microsoft's versatile Ego laptop



Jennifer Hudson with H. Stern's "Love" keychain



Vogue's Sally Singer



Deborah Cox breaks from using a Microsoft laptop



Joanna Coles, Suzanne Sykes & Lucy Kalin enjoying new programming from TV Land



Makeup from Max Factor



Sweet treats from Hershey's



Robert Verdi & Deb Watson



Jennifer Sullivan, Dana Thomas (Author of *Deluxe*), Caroline Ryder & Rose Apodaca



Robert Verdi with a Brelli



Deb Watson & Luis Morais



Marielle Bobo checks TheFashionList on a FlyBook



Suzanne Brown & Jill Gerston from Denver Post

PRESS

From The Mercury News:

NEW YORK — High fashion has stubbornly resisted cutting-edge technology, in favor of faxes and clipboards.

But change is occurring, and it's never been more evident than during this Fashion Week season in New York. Consider that an HP laptop made its debut on the New York fashion runway this week, Google set up a kiosk alongside fashion designers, and **Microsoft** is displaying products along with high-end fashion purveyors like **Kiehl's** and **Coach**.

People today want not just their clothes, but also their homes, their cars, their cell phones and now their PCs to reflect their personal sense of fashion and style, said Rob Poznanski, senior marketing manager at **Microsoft**.

Microsoft is making itself known this week in New York. The Seattle-based company is sponsoring a retreat apartment on West 30th Street for fashion editors, and it's presided over by celebrity stylist **Robert Verdi**. The theme is "**Great American Style**," which means the space is filled with displays of goods from brands such as **Kiehl's**, **Hershey's**, **Coach** and, of course, **Microsoft**.

"We decided that **Great American Style** should be about historic American brands, and what other brand represents tech more than **Microsoft**?" **Verdi** rhetorically asks.

Displayed around the retreat space are floral-covered **Asus F6V PCs** that emit a fragrance once the computer fires up and the purse-like **Ego Orphine** decorated with Swarovski crystals. It retails for \$15,000 to \$20,000. "Let's face it," said David Wolfe, creative director of the Doneger Group, a trend-forecasting agency, "We've become so design conscious that we want everything to be about aesthetics."

-Donna Kato

From The Wall Street Journal:

AN OASIS FROM THE RUNWAYS — All this week, fashionistas and celebrities attending the runway shows have been stopping by an airy loft in the garment district to rest for a moment, grab a snack or have a quick manicure. The space, called the **Luxe Laboratory**, is one of the ways that brands, ranging from **Coca-Cola** and **Hershey's** to **Kiehl's** and **Max Factor**, are trying to reach out to style influencers who now are bombarded by so much advertising during fashion week that it's gotten much harder to get their attention.

"There are so many goodie bags at fashion week now that having your product in one, it means nothing," said Essie Weingarten, President and Creative Director of **Essie Cosmetics Ltd.**, which partici-

pated in the **Luxe Laboratory** for the first time this season. This week, the nail polish company gave 60 manicures at the lounge to show attendees who included "**Gossip Girl**" actress **Blake Lively**.

At the **Luxe Laboratory** in New York, sponsors paid between \$5,000 and \$100,000 to participate during fashion week, depending on the level of placement and whether the company held any events at the space. (**Kiehl's**, for example, held a breakfast for fashion bloggers and also a cocktail party for show attendees this week. The label declined to comment on how much it was spending to be there.) By comparison, being an official sponsor of the fashion shows generally costs "in the six figures," said Fern Mallis, senior vice president of IMG Fashion, which organizes the shows.

"Fashion week has gotten very expensive and to me, (being in) the fashion week tent can be a little exhausting," said Robert Imig, vice president of public relations for **Kiehl's**, which gave skincare consultations in the **Luxe Laboratory** for the first time this season. The brand also placed items in goodie bags at only one show, Derek Lam's. "Here, we can connect with them over a glass of champagne and have them try out our product when they're not pulled in a million directions. It's more sticky."

-Cheryl Lu-Lien Tan

From TheStylePhile.com:

ROBERT VERDI: BORN FOR TV — Larger than life, scathingly honest and balder than a baby's behind, TV fashionista and lifestyle expert **Robert Verdi** is what's known in the business as "a trip."

I met **Verdi** (who regularly styles **Eva Longoria** and **J-Lo**) during New York Fashion Week at his showroom the **Luxe Laboratory**, where he was hosting an intimate cocktail party for "Portfolio" magazine's European fashion editor **Dana Thomas** (stay tuned for my story about Thomas and her groundbreaking book *Deluxe: How Luxury Lost Its Luster*).

Wearing a jewel-encrusted t-shirt beneath a tailored suit jacket, **Verdi** had filled the "must be seen to be believed" apartment with designer armchairs, enormous contemporary chandeliers and a giant flat screen TV that functioned as a virtual aquarium. In the bathroom, slick-haired French financiers murmured between themselves next to a ginormous jacuzzi tub, flanked by bottles and bottles of expensive hair product.

"Do you think anyone would notice if I moved in?" I asked one of Robert's assistants. "Maybe not," he said, "but there's no bedroom." I assured him that one of the many over-stuffed couches would suffice.

Verdi and his dog Lucinda whirred about the party on invisible roller skates, braking for brief, breathless conversation before whizzing on to the next guest. "He's a total psychopath, hate him!" **Verdi** cheerfully yelled, overhearing me mention the name of a leading New York fashion designer. "What the hell is she wearing—she looks like a little boy!" **Verdi** screamed in horror, pointing at one of his guests, who happened to be standing not three feet away. His frankness was entertaining, and not dumb. Not once did the performance feel contrived—one gets the impression that **Verdi** was just born like this...born for TV, that is.

I finally pinned him down to talk about his varied broadcast projects. He is about to start taping the second season of his mature models show "**She's Got The Look**" for **TV Land**, and is in talks with QVC to launch a jewelry line. He also hosted Surprise By Design on the Discovery Home Channel, and the Style Network's Fashion Police. And then there's a reality show in the pipeline. The working title is the rather genius: "Me, Me, Me."

"So Robert," I asked, "what's the show about?"

-Caroline Ryder

From Racked.com:

KIEHL'S INTRODUCES DEREK LAM KIT IN ROBERT VERDI'S LOFT

Before heading over for another full day in the tents, yesterday morning we stopped in at **Robert Verdi's** loft (of all places) for **Kiehl's** launch of the Derek Lam kit.

Treating beauty bloggers to mimosas and views of Penn Station from **Verdi's** loft, **Kiehl's** showed off the \$225 kit which comes in with a dustbag and showy box of its own, like a perfect little luxe gift. The travel-size items included in the Derek Lam case are the designer's picks of the **Kiehl's** stock: Lip Balm #1 (with its own pocket), Crème de Corps, Amino Acid Shampoo, Nurturing Body Washing Cream, and the Conditioner & Grooming Aid.

It was hard for us to focus on anything but **Verdi's** stunning space, filled with an eclectic assortment of furniture in bold prints (Mizrahi's faux bois!) and sponsor brands like **Rock & Republic** and **Sperry Top-Siders**. Even **Verdi** (of "**She's Got the Look**" fame and more) was up and milling about, already sporting a McQueen scarf at 9am.

-Cynthia Drescher

From Danica Lo (NY Daily News):

"I am really into digital gold watches. **Robert Verdi** sent me a Timex one. It has a stretchy band and everything. I am obsessed."