

 luxelaboratory

# Johnson's<sup>®</sup> *baby*

PRESENTS A BABY SHOWER FOR  
**CAYLI CAVACO**

**NOVEMBER 11, 2007**

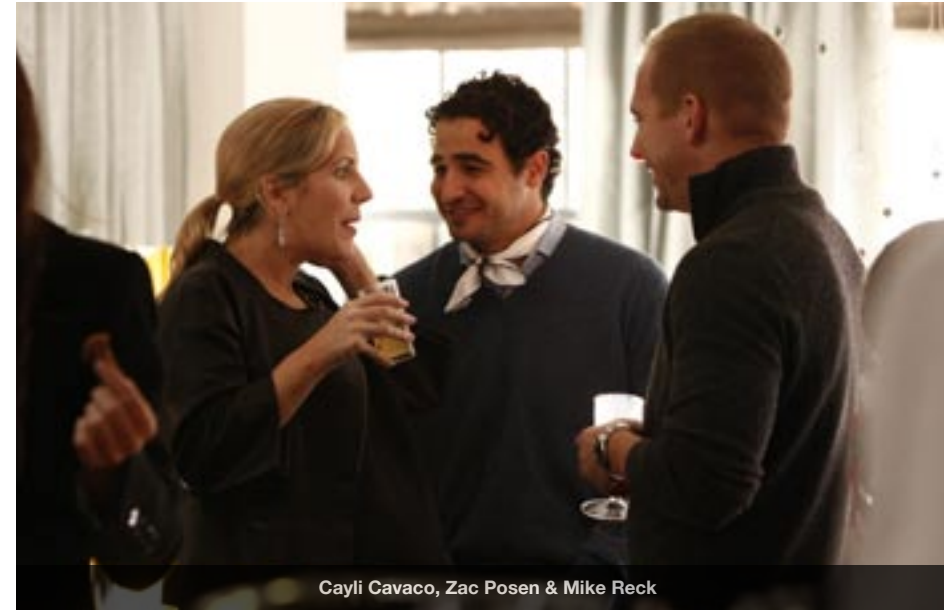


## THE GUEST OF HONOR

A contributing editor at **Elle Girl**, a media darling who has been featured on the Best Dressed List in both **New York Magazine** and the **New York Post** and a bi-costal fashionista, **Cayli Cavaco** has always been a trend-setter. Now that **Cayli** is on the verge of motherhood, expecting her first baby in January, she is poised to lead the way for young mothers everywhere as the quintessential hip, modern mom. From the start, **Cayli** was raised in the epicenter of fashion by her parents, **Allure's** Creative Director **Paul Cavaco & Kezia Keeble**, who together founded the PR powerhouse **KCD** and changed the face of fashion public relations and fashion show production. **Cayli** soon established her own presence in the world of fashion appearing on **Vogue's** "Next Best-Dressed List", writing and editing at **Seventeen** and **Teen Vogue** and collaborating with some of the biggest names in the industry including **Marc Jacobs, Anna Sui, Stephen Sprouse**, and **Narciso Rodriguez** before becoming Collection Director for long-time friend **Zac Posen**. **Cayli's** work with Mr. Posen lead her to an active career in freelance fashion production, her most recent clients being **Ralph Lauren, Vogue's Fashion Rocks**, and **Allure**, and she now continues her freelance career as a set designer for magazines such as **House & Garden** and **Allure**, and as a contributor at **Elle**.



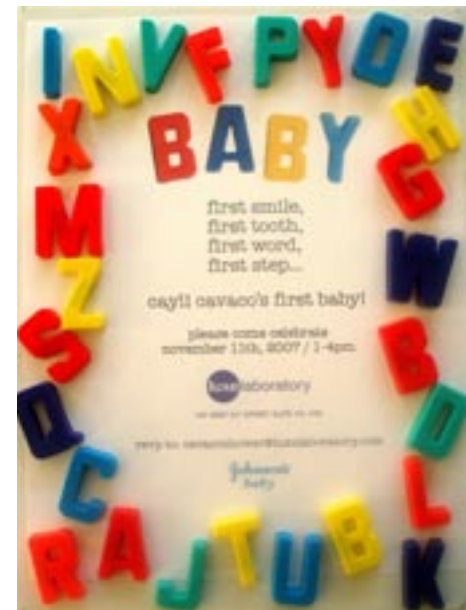
Cayli Cavaco



Cayli Cavaco, Zac Posen & Mike Reck



Julie Mannion, Paul Cavaco & Natane Boudreau



## THE INVITATION

**Cayli's** closest friends and family received a playful invitation to her intimate baby shower to set the mood for the happy occasion. The entertaining tone and whimsical design of the invitation, delivered on a magnetic board and held in place by brightly colored alphabetical magnets, perfectly embodied and inspired the joy de vivre surrounding the shower. Guests were still talking about the invitation at the event and **Ralph Lauren's** Jade Khouri remarked that "the invitation to Cayli's baby shower was the most creative and cute invite I've ever seen. I kept it on my desk at work and no one could resist gushing over it as they passed by."



## THE EVENT

**Johnson's Baby** celebrated the arrival of **Cayli Cavaco's** first baby with an impressive group of New York's elite insiders at the **Luxe Laboratory**. Guests included a who's who from the worlds of fashion and beauty. As these elite attendees entered the event, each was greeted with a mimosa in front of **Stokke's** Sleepi Crib overflowing with **Johnson's Baby** products to make **Cayli's** transition to motherhood both comfortable and stylish. From the novel invitations to the A-list guests, everyone was wowed by the **Johnson's Baby** shower-every modern mother's dream come true.



Cyrus Posen & Nils Folke Anderson



## THE ATMOSPHERE

From the miniature edible ducks on top of the petit fours to the animated story of *Goodnight Moon* playing on the 103" plasma screen, every detail of **Cayli's** baby shower was a charming reminder that **Cayli's** first baby was on the way. Vibrant flowers set the scene for the intimate event as guests enjoyed **Piper-Heidsieck** mimosas, **Herbs Vodka** dill bloody marys and a gourmet brunch from **Elemental Foods** late into the afternoon and evening. Friends and family gathered around the guest of honor as she opened an array of gifts including the newest crib, stroller and high-chair from **Stokke** and a large gift basket of **Johnson's Baby** products.



Brana Wolf & Zac Posen







Zac Posen, Cayli Cavaco & Mike Reck

## GUESTS INCLUDED

**Tonne Goodman**  
Fashion Director, *Vogue*

**Natane Boudreau**  
Actress/Model

**Brana Wolf**  
Editor at Large, *Harper's Bazaar*

**Julie Mannion**  
President, KCD

**Anne Slowey**  
Fashion News Director, *Elle*/Editor in Chief, *Elle Accessories*

**Samantha Bishopp**  
Market Editor, *Glamour*

**Zac Posen**  
Fashion Designer

**Linnea Olson Schwartz**  
Market Director, *Elle Accessories*

**Julio Espada**  
Fashion Designer

**Kristin Perotta**  
Beauty Editor, *Allure*

**Nils Folke Anderson**  
Artist

**Paul Cavaco**  
Creative Director, *Allure*

**Bernadette Thompson**  
Manicurist to the stars (Scarlett Johansson, Heidi Klum, Rihanna)

**Jade Khouri**  
PR, Ralph Lauren

**Filipa Fino**  
Editor, *Vogue*

**Mike Reck**  
Professional Snowboarder

**Nian Fish**  
Creative Director & Senior Vice President, KCD

**Alexandra Posen**  
Creative Director, Outspoke LLC



Julio Espada



Tonne Goodman



Jade Khouri, Samantha Bishopp & Zac Posen