

LUXE ACCESS

The image features the text "LUXE ACCESS" in a large, bold, sans-serif font. The letters are filled with a collage of photographs showing people in formal, high-end attire, likely at a gala or event. The top row of letters, "LUXE", is filled with images of women in white and light-colored dresses, some wearing sunglasses. The bottom row, "ACCESS", is filled with images of people in white and light-colored dresses, some holding bouquets. The overall aesthetic is one of luxury and high society.



AN EXCLUSIVE VENUE CREATED BY ROBERT VERDI
INVITES YOU TO...

LUXE ACCESS: AN EDITOR'S RETREAT

HEALTHY LUNCHES / BEAUTY TOUCH-UPS
WIRELESS INTERNET ACCESS
FAMOUS FASHION FLICKS PLAYING ALL DAY LONG

FEBRUARY 1ST-FEBRUARY 8TH / 10AM-6PM DAILY

LUXE LABORATORY:
247 WEST 30TH STREET / FLOOR 12A

THIS LUXE ACCESS CARD ALLOWS YOU ENTRY TO THE LUXE LABORATORY
FEBRUARY 1ST - FEBRUARY 8TH / 10AM-6PM DAILY



LUXE ACCESS: FASHION WEEK'S HOTTEST NEW TICKET IN NEW YORK CITY!

From February 1st - 8th, tastemaker Robert Verdi transformed the Luxe Laboratory into an editor's dream retreat: **Luxe Access**. This week-long exclusive lounge is where fashion's most influential editors and insiders came to take a break from the frenzy of fashion week. The elite group of guests who received the coveted **Luxe Access** card were swept away from the tents in a Mercedes-Benz and delivered straight to **Luxe Laboratory** where they were able to indulge in luxury services and rejuvenate between shows. This exclusive event provided partners with the rare opportunity to make intimate contact with an influential crowd of premier fashion insiders, celebrities, and creative directors during fashion week.

GUESTS INCLUDED:

CELEBRITIES

Brooke Shields
Eva Longoria
Nigel Barker
Harry Hamlin
Finola Hughes
Liya Kebede
Lisa Rinna
Aisha Tyler
Bobbi Thomas

STYLISTS

J. Alexander
June Ambrose
Phillip Bloch
Jorge Ramón

EDITORS

Joanna Coles
Editor-in-Chief, Marie Claire
Marvin Jarrett
Editor-in-Chief, Nylon Magazine
Mark Eckstrom
Fashion Director, The Daily
Lesley Jane Seymour
Editor-in-Chief, MORE Magazine
Suzie Yalof-Schwartz
Executive Fashion Editor-at-Large, Glamour
Debbie Goldberg
Associate Publisher, WWD

Swing by in a **Mercedes**. Enjoy a fresh, delicious and nutritious meal from **Nu-Kitchen**. Unwind with a **Peroni**. Relax with a hot cup of coffee from the **Krups** coffee bar. Have a sweet treat from **Vosges Haut-Chocolat**. Toast the latest trends with **Piper-Heidsieck**. Replenish your electrolytes with **Smart Water**. Touch up your tresses with **Molton Brown's** dry styling products. Make-up touch-ups from **Jane Iredale** mineral cosmetics. Nourish your skin with **Embryolisse** 24 hour miracle cream. Gloss your nails with **Bernadette Thompson**. Get ready for summer with a membership from **Clay** gym. Gather up fashion week goodies with the "green is good" bag from **Hayden-Harnett**. Protect your eyes from the paparazzi with shades from **Safilo**. Slip into a pair of sexy jeans from **Rock & Republic**. Get back to the front row, wrinkle free, with a steam from **Rowenta**. Drop your mom a note with stationery from **Superdeluxe**. Plan your next trip with super stylish Wallpaper city guides from **Phaidon**. Catch legendary fashion flicks on the 103" plasma from **Panasonic**. Catch up on calls with the **Plantronics** Discovery earpiece. With wireless access you can drop by, log on, check your e-mail & file your story at the **Luxe Laboratory**.

- Mercedes-Benz : Valentine O'Connor / 201.573.2999 / valentine.oconnor@mbusa.com
- Nu-Kitchen : Mark Newhouse / 212.582.1144 / mark@nu-kitchen.com
- Peroni : Ashly de Leon / 856.489.5900 / de.leon.ashly@mbco.com
- Krups : Jennifer Gear (Cogent PR) / 781.937.3489 / jennifer@cogentpr.com
- Vosges : Natalie Markoff / 646.688.5254 / natalie@vosgeschocolate.com
- Piper-Heidsieck : Marie Christina Batich / 212.424.2204 / mariechristina.batich@remyusa.com
- Glacéau : Hallie Lorber / 609.371.2043 / hlorber@glacéau.com
- Molton Brown : Kaajia Bruck (Alison Brod PR) / 212.230.1800 / kaajia@alisonbrodpr.com
- Jane Iredale : Jessica Goldberg Dipietro (Lippe Taylor) / 212.598.4400 / jdipietro@lippetaylor.com
- Embryolisse : Timothy Kost / 727.460.3116 / tkost@embryolisseusa.com
- Bernadette Thompson : Bernadette Thompson / 646.918.0161 / bernadette@bernadettethompson.com
- CLAY Health Club and Spa : Tanya Wood / 212.206.9200 / twood@insideclay.com
- Hayden-Harnett : Andrew Ulrich (Bradbury Lewis) / 212.277.3886 / andrew@bradburylewis.com
- Safilo USA/Solstice : Eden Wexler / 973.576.2552 / edenw@safilousa.com
- Rock & Republic : Natalia Skrzypkowski / 310.839.3330 / natalia@rockandrepublik.com
- Rowenta : Jennifer Gear (Cogent PR) / 781.937.3489 / jennifer@cogentpr.com
- Superdeluxe : Andrew Ulrich (Bradbury Lewis) / 212.277.3886 / andrew@bradburylewis.com
- Phaidon : Liz Thompson / 212.652.5217 / lthompson@phaidon.com
- Panasonic : Jeff Samuels / 201.392.4571 / samuelsj@us.panasonic.com
- Plantronics : Jessica Ben-Ari (CRT/tanaka) / 646.218.8010 / jben-ari@crt-tanaka.com

Luxe Access : NY Fashion Week / February 2008
247 West 30th Street, Floors 12A & 14 • 212.253.5513



The invitation included a Luxe Access card for each invited guest, granting them access to the services & products offered during fashion week.

All Luxe Access guests received a card with playful descriptions of services and products offered at the retreat along with the direct contact information of publicists for each brand.



Brooke Shields, Robert Verdi & Merle Ginsberg



Piper Heidsieck & Tsar Nicoulai



Jessica Gomes



Rock & Republic Denim Bar



Rowenta Steaming Station



Molton Brown



Finola Hughes



Katherine Floyd



Cat Cora



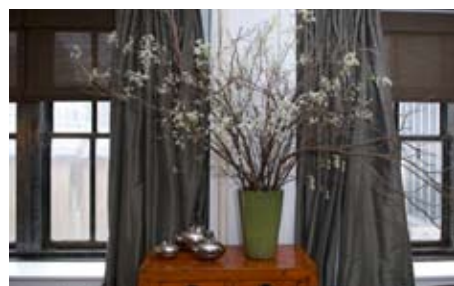
Jane Iredale Mineral Cosmetics



Krupps Coffee Bar



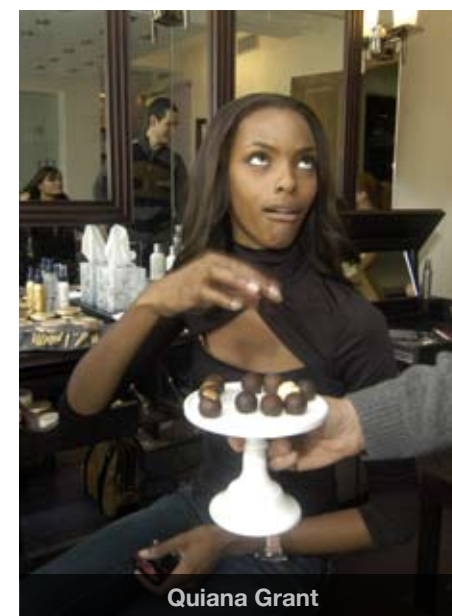
Liya Kebede, Eva Longoria & Robert Verdi



J. Alexander



Quiana Grant, Jessica Gomes & Jarah Mariano



Quiana Grant



Vosges Haut-Chocolat



Jorge Ramon





Jessica Gomes



Wallpaper City Guides by Phaidon



Bobbi Thomas



Lisa Rinna & Harry Hamlin



Holly Thomas & Anna Croll



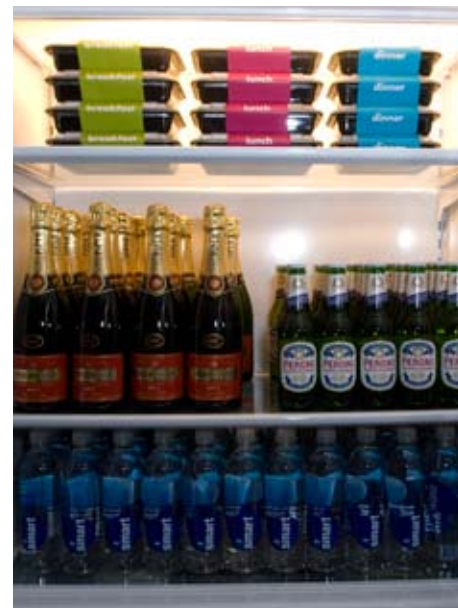
Phillip Bloch



Eva Longoria & Donna Kato



Joanna Coles & Robert Verdi



Glaceau Vitamin Water



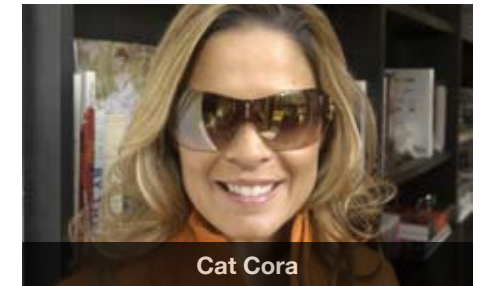
Nigel Barker in Safilo eyewear



Janice Combs



Glaceau Vitamin Water



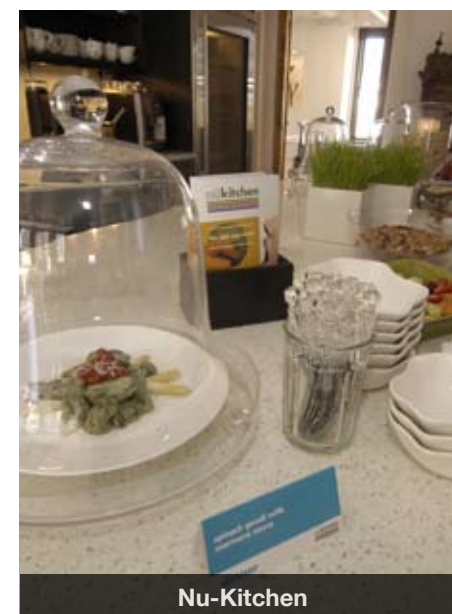
Cat Cora



Plantronics



Susie Yalof-Schwartz



Nu-Kitchen



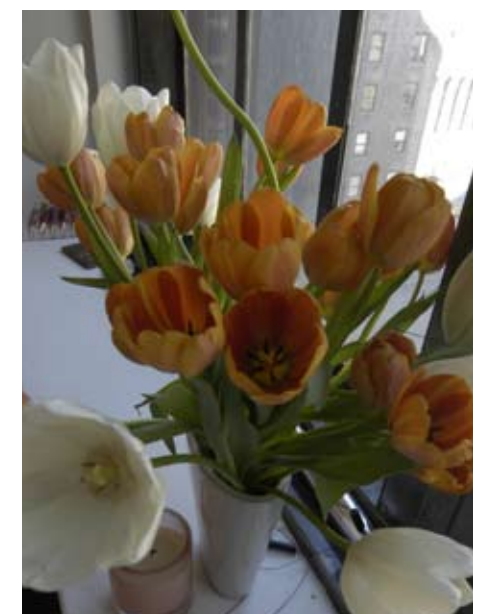
Steve Pang & Quiana Grant



Phillip Bloch



Finola Hughes



PRESS

From Newsday:

TV fashion pundit **Robert Verdi** gave us a chance to live the lush life this week at **Luxe Laboratory**, his fab event space in a midtown loft. Frazzled editors enjoyed gourmet meals from **Nu-Kitchen**, hair styling from **Molton Brown**, plus acupuncture, massage, movies and more. **Verdi** plans to redecorate the space every six months, using rotating guest brands. With a terrace, kitchen, flat-screen and spa-ready bathrooms, who needs the tents?

From Papermag's Word Up! blog:

I went to several fashion shows on Thursday, but the real show was at Style Guru, **Robert Verdi's Luxe Laboratory!** Honey, this is not the usual D-level gifting suite! This is **Molton Brown**, **Safilo** sunglasses (I chose some Balenciaga joints with an ombre effect), **Wallpaper** travel books, makeup and hair (loving you Massimo... It's not just about the freebies -- the space is divine! **Verdi** has created a sumptuous moment that is part concept shop part my dream apartment! Complete with a kitchen, spa bathroom, terrace and a very comfy living room (picture me, Ms. Jay and Malcolm Harris chatting while I spoon crème fraîche and caviar in my mouth with a **Piper Heidsieck** rosé chaser). Welcome to the good life! **Mr. Verdi's** publicist, the elegant Ane of The Rodani Group, informed me that the space is available for private parties! **Mr. Verdi**, I would love to have my next dinner party at your space, my only questions are can I "sleep" there after the party and do you have a condom/sex toy sponsor?

From The Cleveland Plain Dealer:

You never know who you're going to meet during Fashion Week. I was at celebrity stylist **Robert Verdi's Luxe Laboratory** on Wednesday for a **Molton Brown** event. **Verdi's** space is beyond gorgeous, decorated by the magnetic **Verdi** himself. It's a home office of sorts, filled with items from the brands and companies that **Verdi** represents - the ultimate in conversation starters.

Fittingly, his most famous client, **Eva Longoria**, was in the apartment-like space, shoes kicked off, dressed dazzlingly in a sequined **Michael Kors** shirt dress and full makeup, at 12:30 in the afternoon.

From The NY Daily News:

Around noon, **Eva** nipped into the **Luxe Access Lounge** run by her pal and stylist **Robert Verdi** for a quick respite. She said of her outfit, "Oh, I just threw this on to make the trip to Starbucks this morning." **The Lounge**, PS, is like the salon of all salons. **Verdi** set up an entire superglam 30th Street apartment where stars such as **Terence Howard** and **Lisa Rinna** have been ferried to get anything from sunglasses to acupuncture. Then again, this is a man who outfitted **Longoria's** kitchen as a wedding present - he doesn't really work on a small scale.

Supermodel **Liya Kebede** stopped by for a blowout as **Longoria** gushed about married life. "Tony is great and since the strike we've had lots of time together. I've had time to spend at home and traveling with him." Insert requisite desperate housewife joke here.

From The Boston Herald:

When Cate Adair is working as costume designer for "**Desperate Housewives**," the heavy shooting schedule prohibits her from attending runway shows. "Producers can only give me one day off," said the Adair, who was enjoying the downtime at **Robert Verdi's** new lounge space in midtown Manhattan.

From The Fashionator blog:

I am so damn tired. My feet are now curbstones encased in fashionable shoes, and my head is full of feathers, wool, wide skirts and skinny belts. I take myself to a zen place. **Robert Verdi** has put together a fabulous lux pad and has opened it up to his friends. Audrey Hepburn is just having her breakfast outside Tiffany's on a wide screen TV when I enter, I am served my breakfast, on a real plate!

Massimo from **Molton Brown** does my hair, and a lady from **Jane Iredale** does my makeup. **Robert** and I compare stories (his are better), and I feel better. It's brilliant to be quiet for an hour, and he kindly gives me his driver to take me up to the tents. I almost feel human. I miss my children.

Monique Lhuillier is on the books for this morning, and she is truly sumptuous.

-Finola Hughes

From The San Jose Mercury News:

Fashion Week sometimes feels like an endless trudge from one runway show to another so it's nice to break up the day with another sort of fashion event in between. That's how I ended up at stylist **Robert Verdi's Luxe Laboratory**, a posh apartment of sorts where he entertains and hosts events. Some of you might remember **Verdi** was in San Jose a few months ago for the Santana Row H&M opening.

I was curious about the place and wanted to also say hello to a few fashion and beauty sources that I frequently work with from California and who were doing mini-events at the site. **Verdi** was warm and welcoming, remembering me from the H&M interview. There were about a dozen people buzzing about in the loft-type Midtown apartment, some of them guests, most of them helpers and publicists. It was a tad uncomfortable — like being at a party where you knew the host only slightly and no one else in the house looked familiar. In the living room area, a dark haired woman in a gold sequined mini dress, scarfed a salad. **Eva Longoria?**

Oh yes. Of course. **Verdi** is her stylist. And she was at the **Michael Kors** show earlier. It's impolite to stare, not to mention very uncool, so I left the room. As I stood near a kitchen counter, **Longoria** walked in asking a caterer-type person for a cappuccino in her "**Desperate Housewives**" loud, friendly voice. She's teeny and curvy with features that look softer than on screen.

From The Denver Post:

Stylist **Robert Verdi** has been squiring around such celebs as **Brooke Shields**, as well as **Eva Longoria Parker**. They also popped in **Verdi's Luxe Laboratory**, an entertaining space where he offered healthy meals, champagne, makeup touchups and other perks to keep the gals on their game during the week.

* Other media included:

-Forbes.com

-Opalescent Jewelry & Fashion blog

-The Beauty Alchemist blog