

 luxelaboratory iHome®

PRESENTS A PARTY HONORING

NELLY

MAY 7, 2008

THE GUEST OF HONOR

Grammy Award winner Nelly is back on the scene with a hot new album, Brass Knuckles, from Universal Records. A savvy pop-rapper with crossover appeal, Nelly seemed like a novelty when he first debuted in the summer of 2000 with "Country Grammar (Hot)," yet he was no one-hit wonder, consistently returning to the pop charts with successive smash hits like "Hot in Herre." His universality is partly rooted in his hometown, St. Louis, Missouri, which set him apart from all of the prevailing rap styles of his time. He wasn't from the East or West coast, nor was he from the South; located in the middle of the United States, St. Louis is a Midwestern city built on the banks of the Mississippi River. Nelly never shied away from a pop-rap approach, embracing a sing-along vocal style that made his hooks catchier than most. Resulting was a rapper capable of crossing practically all boundaries, from the Dirty South to TRL and everything in between. Working with other artists such as Ashanti, the St. Lunatics, Cedric the Entertainer, Nelly continues to top the Billboard charts.



Nelly



David Zinczenko & Bevy



Evan Stein, Ezra Ashkenazi, Nelly & Saul Ashkenazi



THE ATMOSPHERE

The Luxe Laboratory was transformed with sights and sounds of the music industry, including Nelly's music videos and tracks from Ashanti. The space also featured an assortment of iHome docking stations, with a variety of design features and aesthetics, showing the depth of the collection. The table, set with Kim Seybert placemats and napkins, ZGallerie and Waterford/Wedgwood plates and stemware, and Flowers from Rebecca Cole was the perfect backdrop to an intimate dinner for Bevy, Nelly, and their guests. The Smith & Hawken terrace was open to all, as the warm spring temperatures provided a fantastic outdoor retreat.



Melba Wilson



Ashanti, Nelly & Sylvia Rhone

THE EVENT

iHome celebrated Nelly's newest album, Brass Knuckles, at The Luxe Laboratory. Guests included an elite crowd from both the music and fashion industries. The evening kept building from beginning to end with a cocktail hour to start, followed by an intimate dinner for 12 prepared by the executive chef of Melba's, and finishing with dessert and Piper Champagne for more than 40 people. Guests were given iHome iPod docks, and were exposed to a wide variety of the iHome collection that was featured around the space.



Ashanti, Nelly & Sylvia Rhone



Ian Drew & Nelly



GUESTS INCLUDED

Ashanti

singer/actress

Verky Arcos

Latina Magazine

Darius Baptist

YRB Magazine/New York Magazine

Nicole Brown

The Chamber Group

Andre Bynum

freelance journalist

Shanti Das

Universal/Motown Records

Natalie DiSabato

The Limited

Ian Drew

US Magazine

Michelle Edgar

WWD

Mary Fontamillas

Yves Saint Laurent

Umind Francis

Bottega Veneta

Quiana Grant

Model for IMG

John Kendzierski

Tribeca Enterprises/Film Festival

Anthony Lopez

Sirius Radio

Matthew Marden

Details

Christopher Martinelli

Dolce & Gabbana

Gabriela Meriles

Giorgio Armani

Ashaki Meyers

stylist

Aimee Morris

freelance PR

Seannetta Palmer

King

Kelly Rae

Maxim Magazine

Akinah Rahmann

RockCorps

Sylvia Rhone

Universal/Motown Records

Angie Romero

Latina Magazine

Beverly Smith

Vibe

Shirronda Sweet

Universal/Motown Records

Jocelyn Taylor

Uptown Magazine

Mimi Valdes Ryan

Latina Magazine

Kela Walker

NYC TV

Stephen Watson

Men's Vogue

Aixa Weekes

Giant Magazine

Stan Williams

freelance fashion writer

Tracy Zamot

Universal/Motown Records

David Zinzenko

Men's Vogue

Tia Shipman

Model for NY Models



Bevy & Matthew Marden



Ane Roseborough-Eberhard, Quiana Grant, Nelly & Tia Shipman