

SIMPLY CELEBRATE!

SMITH & HAWKEN'S WINTER-IN-SUMMER COCKTAIL PARTY

JUNE 24, 2008 6PM-9PM

THE EVENT

Smith & Hawken invited New York's leading home design and lifestyle editors to "Simply Celebrate!", a preview party for their 2008 Holiday collection at Luxe Lab. From the playful invitations to the Holiday inspired menu, every element of the event reflected the party's winter-in-summer theme. Select pieces from S&H's holiday collection adorned the space to showcase the sentiments of the season and thematics of the collection: snowflake shaped LED lights and strands of garland lighting twinkled in the kitchen and a light-up holiday door mat welcomed guests to the terrace where oversized galvanized stars hung from the trellises and Starlight Balls mimicked snow peeping out of the foliage. Original floral arrangements by Rebecca Cole, including an elaborate centerpiece created with wood, baby's breath and oversized leaves, lent a rustic-chic feel.









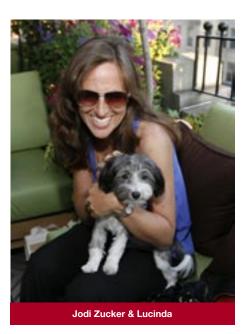
THE S&H TERRACE

The newly redesigned Smith & Hawken terrace was a huge hit as guests flocked outdoors where they spent the evening relaxing on the S&H outdoor furniture and admiring S&H's new customized trellis structures covered in original industrial light strings. Renowned designer Rebecca Cole used a combination of lush folaige and Smith & Hawken outdoor pieces to add another dimension of style to the terrace.























Melissa Ozawa, Charlotte Barnard & Noelle Smith



THE GUESTS

Dwyer Paulsen - Associate Style Editor, All You

Janet Mowat - Managing Editor, Country Decorating Ideas

Jodi Zucker - Country Decorating Ideas

Danny Seo - Contributing Editor, Country Home

Charlotte Barnard - Country Living

Melissa Ozawa - Senior Editor, Country Living

Tori Mellott - Market Editor, Domino

Wendy Manwarren - Senior Home Editor, *Home Magazine*

Elizabeth Roehrig - Senior Editor, Home Magazine

Orli Ben-Dor - Associate Editor, House Beautiful

Amy Preiser - House Beautiful

Abby Tabak - House Beautiful

PJ Mehaffey - Senior Home Editor, Real Simple

Kate Parker - Real Simple

Rebecca Cole - Renowned Garden Designer

Alison Alison - SubZero PR

Allison Lind - Marketing/Style Editor, Ty Pennington At Home

Virginia Tupker - Market Editor, Vogue

Kelly Accardo - Woman's Day

Christine Cameron - Woman's Day Décor

Ayn-Monique Tetreault-Rooney - Editorial Assistant, Woman's Day

