



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.



Elizabeth Moreno, PJ Mehaffey & Kate Parker



Melissa Ozawa & Virginia Tupker



Jennifer Sypeck, Ayn-Monique Tetreault-Rooney & Noelle Smith



Abby Tabak & Amy Preiser

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 foliage and Smith & Hawken outdoor pieces to add another dimension of style to the terrace.



Jodi Zucker & Lucinda



Rebecca Cole, Noelle Smith, Jennifer Sypeck, Monica Arroyo & Robert Verdi



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*



Abby Tabak, Orli Ben-Dor & Amy Preiser

