

# RV/FW10

## FASHION WEEK RETREAT

September 11 - 16, 2010



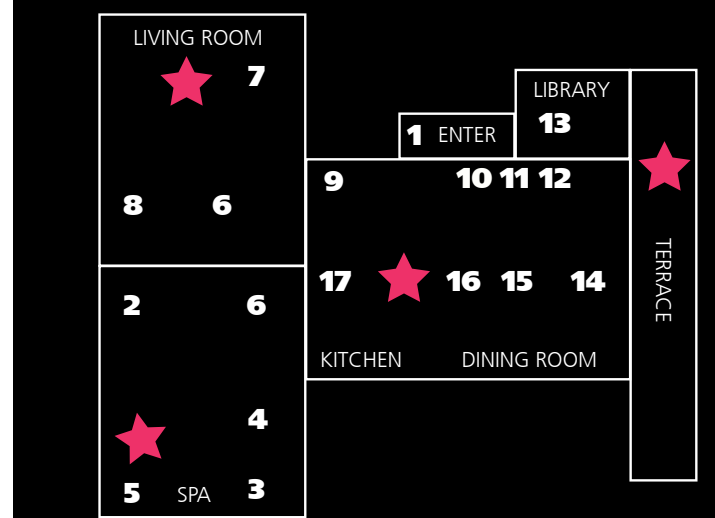
# RV/FW10

Robert Verdi, television personality, celebrity stylist and arbiter of good taste, opened the doors of his Luxe Laboratory for RV/FW10, the sixth season of the exclusive fashion week retreat where editors, influencers and celebrities discovered the key to surviving the season in high-style. RV/FW10 in September 2010 offered the fast track to fabulous during NYC Fashion Week with exclusive services, effortless indulgences, savvy solutions and fresh style finds. Just blocks from the tents at Lincoln Center and steps from satellite shows at Milk Studios, the private retreat was the perfect pit stop where elite fashion insiders will come to relax, revitalize and refresh for a fabulous return to the front row.



# RV/FW10

**ROBERT VERDI, INC. WELCOMES YOU TO THE FASHION WEEK RETREAT AT LUXE LABORATORY**



★ Refresh and rehydrate w/ smartwater and vitaminwater zero.

**TWEET FROM THE RETREAT USING #RVFW.**

- 1) Swing by in style in a Mercedes-Benz
- 2) Tame your tresses with a blow-out by Red Door Spas
- 3) Make a statement with a Ginger+Liz manicure
- 4) Steal attention with a Stila make-up touch up
- 5) Sip X-Rated cocktails at the beauty bar
- 6) Relax & enjoy stylish new massage chairs from Panasonic
- 7) Blow off steam & get your garments pressed with Panasonic cordless irons
- 8) Love your look with Linea Pelle leather accessories
- 9) Event Exclusive: catch Coca-Cola's stylish Fashion Pops accessory pairings
- 10) Find your new go-to denim style of Vintage Revolution Jeans
- 11) Check out chic coats from Tulle
- 12) Spoil your pup with pet accessories from The Shabby Dog
- 13) Share your Visions of Fashion at the Video Confessional from 1•Day Acuvue® TruEye™ Brand Contact Lenses
- 14) Sport stylish shades from Jee Vice
- 15) Perk up at the Nescafé Dolce Gusto Coffee Bar
- 16) Grab Blue Print Cleanse snacks to stay healthy on the go
- 17) Define your personal design style with Farrow & Ball

## PUBLICATIONS



Allure, AOL Style, Associated Press, Boston Globe, Boston Herald, Huffington Post, CBS, CLEARCHANNEL, CNBC, International, Fashion Syndicate, Cosmopolitan Magazine, E!, Ebony Magazine, Elle Décor, Essence, Every Day with Rachael Ray, Family Circle, FOX Interactive Media, GLAMOUR MAGAZINE, Harper's Bazaar, Health Magazine, Health, InStyle, HollywoodLife, Ladies' Home Journal, Life & Style Weekly, Lucky, LX New York, Marie Claire, Men's Health, NBC "The Thread" "Want This", New York Daily News, New York Post, NY Insider TV, Nylon Magazine, O, The Oprah Magazine, People en Espanol, Real Simple, Rolling Stone, Seventeen, Star, Styledon.com, Stylesight, The Tobe Report, Time Out New York, Total Beauty, Travel+Leisure, UrbanDaddy, Vibe, VOGUE MAGAZINE, Wall Street Journal, Washington Post, WNBC, Woman's Day, Zink

## GUESTS

- |   |  |   |   |
|---|--|---|---|
| <b>Khloe Kardashian</b><br><i>Keeping Up w/ the Kardashians</i> | <b>Leigh Lezark</b><br><i>DJ, Model, Socialite - Misshapes</i> | <b>Ferras</b><br><i>Singer</i>                              | <b>Elliana Placas</b><br><i>Fashion Director, Essence</i>                 |
| <b>Elijah Wood</b><br><i>Actor</i>                              | <b>Geordon Nicol</b><br><i>Misshapes</i>                       | <b>Taryn Brooks</b><br><i>Singer, Host</i>                  | <b>James Aguilar</b><br><i>TV Host, Full Frontal Fashion</i>              |
| <b>Bethenny Frankel</b><br><i>Real Housewives of New York</i>   | <b>Fabiola Beracasa</b><br><i>Socialite</i>                    | <b>June Ambrose</b><br><i>Celebrity Stylist</i>             | <b>Lauren Ezersky</b><br><i>Host, Behind the Velvet Ropes</i>             |
| <b>Alex McCord</b><br><i>Real Housewives of New York</i>        | <b>Shoshana Bush</b><br><i>Actress</i>                         | <b>Katrina Szish</b><br><i>TV Fashion Correspondent</i>     | <b>Joseph Errico</b><br><i>Fashion Director, Nylon</i>                    |
| <b>Simon Van Kempen</b><br><i>Real Housewives of New York</i>   | <b>Emma Snowdon-Jones</b><br><i>Socialite</i>                  | <b>Dani Stahl</b><br><i>Style Director, Nylon Magazine</i>  | <b>Adrien Field</b><br><i>Fashion Director, Vibe</i>                      |
| <b>Shontelle</b><br><i>Singer-Songwriter</i>                    | <b>Lizzie Tisch</b><br><i>Socialite</i>                        | <b>Joanna Coles</b><br><i>Editor-in-Chief, Marie Claire</i> | <b>Jenn Falik</b><br><i>Fashion Correspondent, LX NY</i>                  |
| <b>Nigel Barker</b><br><i>America's Next Top Model</i>          | <b>Kim Kassel</b><br><i>Socialite</i>                          | <b>Brian Boye</b><br><i>Fashion Director, Men's Health</i>  | <b>Anita Sarsidi</b><br><i>Design &amp; Decor Editor, Elle Decor</i>      |
| <b>J. Alexander</b><br><i>America's Next Top Model</i>          | <b>Zani Gugelmann</b><br><i>Socialite</i>                      | <b>Lucy Kaylin</b><br><i>O, The Oprah Magazine</i>          | <b>Harriette Cole</b><br><i>Ebony Magazine</i>                            |
| <b>Gloria Govan</b><br><i>VH1 Basketball Wives</i>              | <b>Michael Del Zotto</b><br><i>New York Rangers</i>            | <b>Mensor Kamarake</b><br><i>Stylist</i>                    | <b>Alexandra Parnass</b><br><i>Beauty Director, Harper's Bazaar</i>       |
| <b>Keith Powell</b><br><i>30Rock</i>                            | <b>Brian Boyle</b><br><i>New York Rangers</i>                  | <b>Deb Watson</b><br><i>Stylist</i>                         | <b>Joanna Bober</b><br><i>Home, Director, InStyle Magazine</i>            |
| <b>Mia Moretti</b><br><i>DJ &amp; Socialite</i>                 | <b>Paul Johnson Calderon</b><br><i>Actor, High Society</i>     | <b>Anne Vincent</b><br><i>Merchandising Director, VOGUE</i> | <b>Caitlin Kiernan</b><br><i>Beauty Director, Life &amp; Style Weekly</i> |



Save the Date, Evite, and Invitations

Electronic invitations to attend the retreat were sent to an influential list of 600 media, celebrities & VIPs and 200 additional online media guests received the evite to the retreat's opening weekend. 300 of the most influential invitees also received hand delivered VIP passes & print invitations.



Twitter Party Evite, Media Alert, and Presentation

Evite sent out to top online editors to attend in person (left), online alert for remote media & twitterers (center), plus presentation with images & information about each item shown the 103" plasma screen during livestream event & sent to retreat attendees after the event (right).



retreat. Consumers at home tweeted why they loved each pick for the chance to win them all.

Contests

Thousands of twitterers entered to win the super-luxe giftbag from the event filled with all Robert's picks for Fashion Week. Robert unveiled his picks included in the giftbag one-by-one during the twitter party and the competition was posted on the event blog and promoted at the



Daily Emails

A Daily e-mail listing highlights and event services was sent out to guests each day during the retreat.



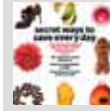
@MIAMORETTI

Picking up @foshosh in our loaner S550 and getting dolled up at #RVFW ...works over time to play! 6,666 followers



@JUNEAMBROSE

Fashion Wk Chronicles:After a morning of pumping around Licoln Center Needed a massage in Panasonic Chair! Intense. 125,517 followers



@REAL\_SIMPLE

Stopped by @Robertverdi Fashion Week Twitter event to bring you some great finds...stay tuned! #rvfw #rsfw 98,499 followers



@SEVENTEENMAG

Hot new color alert! Metallic silver nails (Tuck Me In shade) at the #RVFW event from @gingerandliz! So chic for fall 93,327



@MCCORDALEX

With @simonvankempen & @robertverdi at #rvfw having fun!!! (@ Robert Verdi's Luxe Laboratory w/ @simonvankempen) 53,403 followers



@COSMOONLINE

@RobertVerdi Want a chance to win my NYFW fav picks? Keep tweeting with me! #RVFW 37, 373 followers



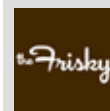
@LUCKYMAGAZINE

At the Robert Verdi Fashion Week Retreat. Massage chair is changing our lives. See @raysiegel smile #rvfw #nyfw 40,917 followers



@SIMONVANKEMPEN

W/ @McCordAlex and the Fabulous @RobertVerdi #RVFW (@ Robert Verdi's Luxe Laboratory) 24,835 followers



@THEFRISKY

Have A Party In Your Mouth. @xratedcocktails -Try the "Extra Small" (96 calories): X Rated, soda, and big chunk of lime. #RVFW 16,720 followers



@FASHIONINDIE

Lovin these Robert Verdi designed coke inspired rings. Faving the Coke Zero!!! #rvfw 6,017 followers



@FASHIONSTBEAUTY

Here for Fashion Week retreat (@ Robert Verdi's Luxe Laboratory w/ @thisthatbeauty @styleit @lian- nefarbes) 2,785 followers



13,500 TWEETS & A REACH 18 MILLION +

The week-long retreat kicked off with one of Verdi's renowned Twitter Parties where influencers & online editors gathered for Robert's presentation of his style picks, livestreamed online for consumers to participate. Verdi & guests tweeted the news to twitterers chiming in online, lighting the fire that already reached over 18 million people over the course of the week!



@FASHION\_SPOT

Bejeweled soda bottles at #rvfw 10,314 followers



@ALYWALANKSY

At @robertverdi's luxe lab: Tune in for our #nyfw tweet-up at 6 pm est! #rvtips #mbfw 9,205 followers



@DESIGNTHERAPY

What's this? A cordless iron! Panasonic's freestyle iron is so smart @panasonicdirect 9,133 followers



@SECONDCITYSTYLE

From the runway to the hallway! Fashionable paint. @farrowandball. #RVFW RV styles interiors 2! Who knew? 8,076 followers



@THEMISSHAPES

@robertverdi lounge relaxing for a minute before more #nyfw madness. Massage chairs...amazing. 7,271 followers



@STYLEIT

@smartwater #rvfw I need smartwater to sponsor my life. Only bottled water I drink 6,008 followers



@RACHAELRAYMAG

@RobertVerdi we'll be there! My Tweet This! Party is THIS Sat. @6PM!! Tweet along + watch live #RVFW 10,355 followers

# SERVICES

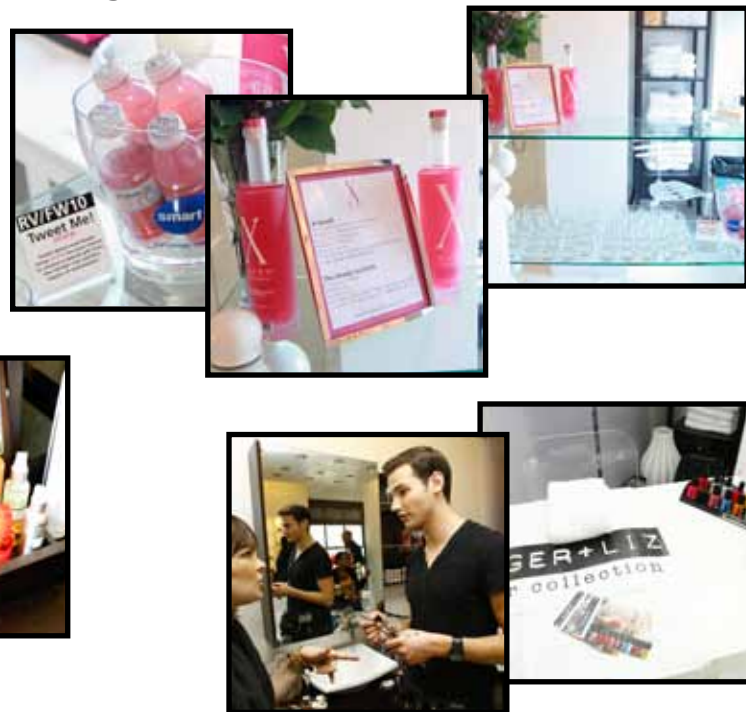
## Living Room

Panasonic Relax and Blow Off Steam stations, including iron bar featuring the 360° Freestyle Cordless Iron & two Panasonic Massage Sofa Chairs. Re-hydration station w/ smartwater, and handbags & leather accessories from Linea Pelle.



## Spa

Blow dry and finish from Elizabeth Arden Red Door Spas, Beauty Bar serving X-Rated Cocktails, Make-up touch ups from Stila, Manicures with Ginger+Liz, re-hydration station with vitamin-water zero, and relaxation station in Panasonic massage chairs.



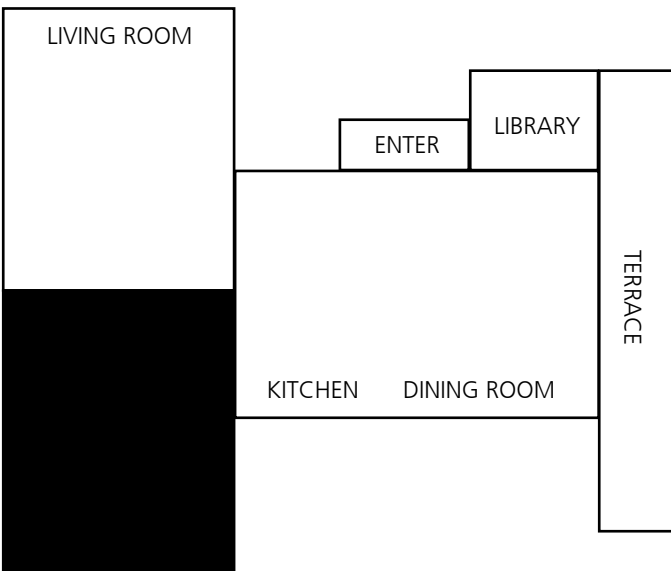
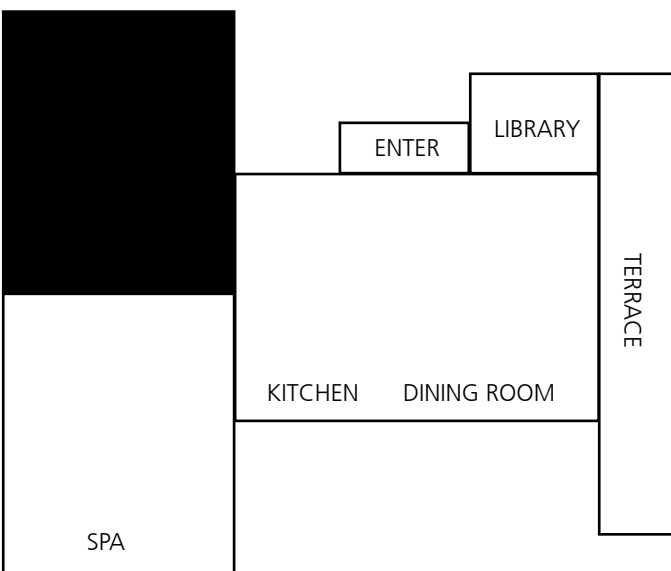
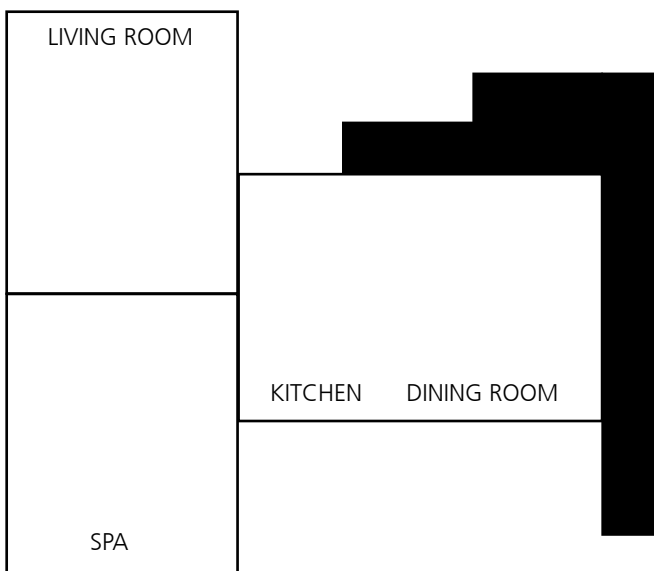
## Entrance, Library, & Terrace

Participants arrive via Mercedes-Benz car service. Library featuring 1-Day ACUVUE TrueEye lenses with Video Confessional capturing guests' "Visions of Fashion Week" plus photos take with the Fuji Instax Cameras. Outdoor seating on the terrace with and re-hydration stations.



## Kitchen & Dining Room

Coca-Cola Fashion Pops with event exclusive rings designed for the retreat, Healthy snacks from Blue Print Cleanse, re-hydration with vitaminwater zero and smartwater, coffee from Nescafé Dolce Gusto, and interior design from Farrow&Ball. Vintage Revolution Jeans Denim Bar, coats from Tulle, pet accessories courtesy of The Shabby Dog, and sunglasses from Jee Vice.





JOANNA COLES & ROBERT VERDI



ZANI GUGELMANN



J. ALEXANDER & RESSURRECTION DESIGNERS



SHONTELLE



GLORIA GOVAN



NIGEL BARKER



ROBERT VERDI & WINKY



JUNE AMBROSE



ADRIAN FIELD



PAUL JOHNSON CALDERON



ELIJAH WOOD



J. ALEXANDER



NY RANGERS PLAYERS MICHAEL DEL ZOTTO & BRIAN BOYLE



THE MISSHAPES



TARYN BROOKS FOR CAMBIO STYLE



BETHENNY FRANKEL



SHOSHANNA BUSH & DJ MIA MORETTI



EMMA SNOWDEN JONES



ZANI GUGELMANN, ASHLEY MALLINSON, ROBERT VERDI & FABIOLA



NYLON'S DANI STAHL



KHLOE KARDASHIAN



30ROCK'S KEITH POWELL



PAMELA PEKERMANN



ALEX MCCORD & SIMON VAN KEMPEN

MEDIA INCLUDES

Collage of magazine covers including 'In Touch' and 'The Hottest...'. Headlines include 'Kanye dissed Oprah', 'Bachelor star is auctioning off her ring', and 'Poor Khloe Kim's latest insult'.

INTOUCH magazine cover for Friday, September 17, 2010. Top story: 'Danielle Staub to host new reality show!'. Other headlines include 'Out & About' and 'The hottest...'.

INTOUCH

Star magazine 'Sweeps' section. Headline: 'WIN IT! One lucky Star reader will win a gift bag from Robert Verdi's Luxe Laboratory!'. Total value: \$2,935!

STAR

NY Daily News article: 'Pooches get pampered for Fashion Week at pop-up spa Luxe Laboratory'. Includes photo of a dog in a spa setting.

NY DAILY NEWS

CONNECTICUT NEWS ENTERTAINMENT article: 'WANT THIS The best places to shop and spend your money today'. Sub-headline: 'You Say You Want a Revolution'.

NBC

THE NEW YORK OBSERVER Real Estate advertisement. Features a photo of a dining room and text about 'Luxe Lab's Pup-Up'.

THE NEW YORK OBSERVER

STAR magazine 'HOTSheet' section. Includes 'Medieval Mates', 'Still Single!', 'Check out Star on the Web!', and 'WIN IT!' promotion.

STAR

INTOUCH magazine cover for Friday, September 17, 2010. Top story: 'Danielle Staub to host new reality show!'. Other headlines include 'Ryan is ring-shopping' and 'Kendra & Hank in counseling'.

INTOUCH

GAWKER website article: 'Which Actress Works Out So Much She Collapsed?'. Includes a photo of a person in a gym setting.

GAWKER

NEW YORK POST Page Six article: 'Boldfaced fans' featuring a photo of a woman with a child. Sub-headline: 'Yoko approved'.

NEW YORK POST- PAGE 6

**VIBE** redefining hip-hop news music movies/tv photos Vixen video blogs culture

**V Exclusive: Shontelle's Fashion Week Takeover**  
By: behard Posted 9-30-2010 10:10 am

2 pm: "Fashion Week Retreat" for cocktails and swag  
PHOTO CREDIT: [vibe.com](#)

What's your reaction? 4 Share

VIBE

**Beauty Sample Size SHAPE**

**Robert Verdi's Fashion Week Picks**

Robert Verdi's fashion week picks are... Acuvue TrueEye puts the bright in white... The "Visions of Fashion" collection at the Robert Verdi Luxe Lab...

BEAUTY IN THE BAG

THE DROP LAB

BEAUTY 411

MY LIFE ON & OFF THE GUEST LIST

**ThisThatBeauty** "Empower my choices"

**Beauty Sweet Spot**

THISTHATBEAUTY

**cambio STYLE**

HOME / SHOWS / CAMBIO STYLE / ROBERT VERDI'S CELEB RETREAT

CURRENTLY VIEWING: ROBERT VERDI'S CELEB RETREAT

CAMBIO STYLE WITH HOST TARYN BROOKS

**Exclusive Interview: Bethenny Frankel Talks Fashion & Beauty Post Baby**

The year during which fashion week is stopped by the Robert Verdi Luxe Lab on the last day... Bethenny Frankel's style changes...

PRETTY CITY

**Beauty Sweet Spot** "Empowering your beauty passions"

**Exclusive Interview: Bethenny Frankel Talks Fashion & Beauty Post Baby**

BEAUTY SWEET SPOT

**BeautyStat** "The Beauty Community's Best Kept Secret"

**Robert Verdi Luxe Lounge / Perfect Sunday Afternoon**

BEAUTYSTAT

**Ramshackle Glam** "The Beauty Community's Best Kept Secret"

**Robert Verdi Luxe Lounge / Perfect Sunday Afternoon**

RAMSHACKLE GLAM

**Fashion.Style.Beauty** "The Beauty Community's Best Kept Secret"

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FASHION STYLE.BEAUTY

THE KITTEN LOUNGE

**COSMO RADIO**

CHANNEL

**FUN, FEARLESS FEMALE TALK. WITH COSMOPOLITAN MAGAZINE.**

FREE ONLINE TRIAL

TELL A FRIEND

COSMOPOLITAN MAGAZINE RADIO

Robert Verdi featured on air the Friday after Fashion Week as the special guest to chat about Fashion Week round-up with Cosmo DJ who attended RV/FW10

**j'adore you more!**

**Robert Verdi Luxe Lounge / Perfect Sunday Afternoon**

J'ADORE YOU MORE

ADVICE SISTERS