

Robert Verdi
presents...



February 12 - 17, 2011

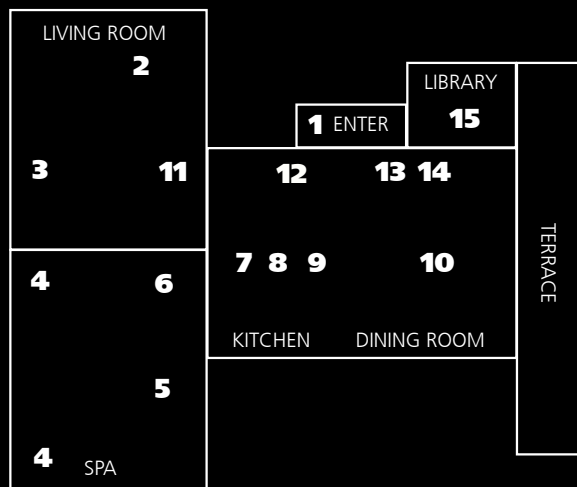
THE FASHION WEEK RETREAT

Robert Verdi, television personality, celebrity stylist and arbiter of good taste, opened the doors of his Luxe Laboratory for The Fashion Week Retreat at Luxe Laboratory, the seventh season of the exclusive fashion week retreat where editors, influencers and celebrities discovered the key to surviving the season in high-style. The Fashion Week Retreat at Luxe Laboratory in February 2011 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 came to relax, revitalize and refresh for a fabulous return to the front row.



@RobertVerdi presents...

THE FASHION WEEK RETREAT AT LUXE LABORATORY



TWEET YOUR FAVORITE FASHION WEEK FINDS USING #RVFW FROM THE EVENT!

Swing by in style with Mercedes-Benz car service. **1)** Tote fashion finds in an eco-chic OBOE bag. **2)** Make a statement in eye wear from SOLSTICESunglasses.com. **3)** Read your favorite magazines and books on Barnes & Noble's award-winning NOOKcolor™ Reader's Tablet. **4)** Get haute hair with a blow-out and styling at the Conair Beauty Bash. **5)** Get a Mally make-up touch-up and perk up those peepers with VISINE®. **6)** Polish your look with manicures from Incoco. **7)** Toast the trends with Champagne Perrier-Jouët. **8)** Sip in style with Coca-Cola. **9)** Enjoy delicious lunch from FoodParc. **10)** Choose your mood with lifetherapy fragrances. **11)** Treat tired feet to a pair of flip-flops from Okabashi. **12)** Indulge your tastebuds with Temptations by JELL-O **13)** Find your perfect fit in Vintage Revolution Jeans. **14)** Rock killer curves in Body Wrap Shapewear. **15)** Glam it up in Chelsea Taylor jewelry. All from Luxe Laboratory.

PUBLICATIONS



Accessories Magazine, AOL Style, American Salon, Associated Press, Boston Herald, CNBC, Cosmopolitan, ELLE, Essence, Every Day with Rachel Ray, Family Circle, Glamour, Good Housekeeping, Greenwich Magazine, InStyle, InTouch Weekly, Ladies' Home Journal, Lucky Magazine, Marie Claire, Martha Stewart, Men's Health, Modern Salon, New York Daily News, New York Magazine, NYC Dept. of Education, Nylon, O, The Oprah Magazine, OK! Magazine, Paper Magazine, Parents Magazine, People Stylewatch, Real Simple, Redbook, Self Magazine, Seventeen, Star, The Washington Post, Time Out New York, Town & Country, US Weekly, VIBE, VOGUE, Wall Street Journal, Woman's Day, Women's Wear Daily

GUESTS

Debra Messing
Actress

J. Alexander
TV Personality

Bethenny Frankel
Bethenny Ever After

Nigel Barker
Photographer

Tinsley Mortimer
Socialite

Alex McCord
Real Housewives of New York

Mark Indelicato
Actor, Ugly Betty

Keith Powell
30Rock

Caroline Manzo
Real Housewives of New Jersey

Jill Zarin
Real Housewives of New York

Lauren Manzo
Real Housewives of New Jersey

Simon Van Kempen
Real Housewives of New York

Julie Alexandria
MTV (The Seven) & Sports NY

June Ambrose
Celebrity Stylist

Veronica Webb
Model & TV Personality

Andrew Andrew
Radio Personalities

Kelly Choi
Host, Bravo's Top Chef Masters

Mia Moretti
DJ & Socialite

Alexandra Osipow
High Society

Bobbie Thomas
TV Personality

Emma Snowdon-Jones
Socialite

Jack Mackenroth
Designer & TV Personality

Lucy Sykes Rellie
Designer & Socialite

Marisa Acocella Marchetto
Graphic Artist & Author

Paul Johnson Calderon
High Society

Deb Watson
Fashion Stylist

Fern Mallis
Fashion Week Founder

Deborah Cox
Singer

Rhiannon Ally
Better TV

Joanna Coles
Editor-in-Chief, Marie Claire

Andy Cohen
TV Host & Network Executive

Julia Allison
NonSociety NBC Nonstop

Brian Boye
Fashion Director, Men's Health

Dani Stahl
Style Director, Nylon

Lucy Kaylin
Deputy Editor, The Oprah Magazine

Sasha Charnin
Fashion Director, US Weekly

Teri Agins
Fashion Reporter, Wall Street Journal

Niki Schwan
Fashion Director, VIBE

Niria Portella
Fashion Director, OK! Magazine

Adrien Field
Fashion Editor, VIBE

COLLATERAL



Save the Date, Evite, and Invitations

Electronic invitations to attend the retreat were sent to an influential list of 600 media, celebrities & VIPs. 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).

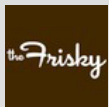
Contests

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



Daily Emails

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



@thefrisky

#rvfw in the houseeee! <http://yfrog.com/gycurkjk>
22,766 followers



@AudreyMcClellan

Hanging at Robert Verdi Lux Lounge #rvfw
14,570 followers



@rachaelraymag

Tweet along w/ #RVFW @ 5:30pm with @RobertVerdi and we'll ask him your questions!
13,038 followers



@momfinds

if anyone can kick off fashion week it's @robertverdi. you know where i'll be tonight #RVFW
49,161 followers



@JUNEAMBROSE

FW Chronicles: Running Late & My Team is working 2X time on a GlamSlam! @RobertVerdi send a @MBUSA_NEWS car ASAP **168,701 followers**



@hollywoodlife

@RobertVerdi is sharing his fashion week survival tips & were live streaming! Follow along #rvtips
15,877 followers



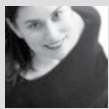
@secondcitystyle

@RobertVerdi Thanks again for another awesome Tweet Up! So good to see everyone too! Muwah!
#rvfw **10,342 followers**



@redbookmag

You can download our magazine on e-readers like the @BNBuzz Nook. How do you like to read your Redbook? #RVFW #socialmediaweek **7,710 followers**



@shfinds

Aka Oprahs fave things #rvfw (@ Robert Verdi's Luxe Laboratory w/ @stylehousepr @alywalansky @lian-nefarbes) **13,995 followers**



@Afrobella

Here at @robertverdi's for #rvfw #rvtips! With amigas @thefashionbomb @thisthatbeauty @styleit @fashionstbeauty and many more! **13,498 followers**



@fashion_spot

@RobertVerdi getting excited about #jellotemptations #rvfw **18,105 followers**



@UPTOWNmagazine

Just hopped into a luxe Mercedes-Benz, on our way to the @RobertVerdi Lux Lounge for some manis and mimosas! #NYFW **3,655 followers**

TWITTER KICKOFF

5,000+ TWEETS & A REACH OF 15 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 15 million people over the course of the week!



@TheTobeReport

Robert Verdi's #rvfw killed it again this season! Amazing products, fabulous staff, great services, we can't thank you enough!! #nyfw **94 followers**



@JuliaAllison

At @RobertVerdi's Luxe Lounge with @TinsleyMortimer & @MeganAlagna ... Day 7 of Fashion Week. It's almost over!! **22,896 followers**



@BagSnob

At @robertverdi 's tweet up! He only serves the best. Perrier Jouet (\$140 a bottle he told us!) #rvfw **27,885 followers**



@cosmoonline

Sitting w/ our friends at @CosmoOnline and @ThisThatBeauty for @RobertVerdi 's #RVFW Tweet-This, sipping \$140 wine. (SmartWater for us tho)
77,024 followers



@alexandraosipow

At the #JelloTemptations spot trying the Dbl choc!
#RVFW #NYFW its a MOMMY MUST HAVE!
486 followers



@KellyChoi

hey gals! i love my pink zebra @incoco nails...& even cooler, heard the inventor is korean...koolness!
66,872 followers



@carolinemanzo

@RobertVerdi thanks for today! Ps.... did anyone ever tell you how handsome you are in person??? LOL ;O) **106,129 followers**



@tinsleymortimer

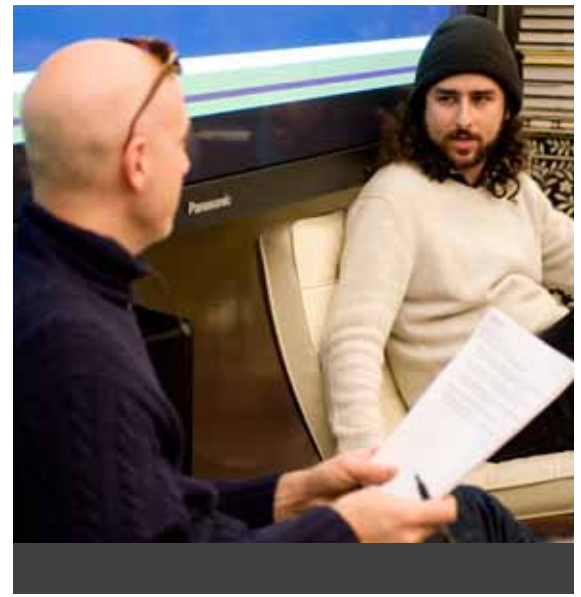
Getting a blow out by Conair at Robert Verdi's Fashion Week Retreat at the Luxe Laboratory :) :) SO cute up here!! **9,567 followers**



@AndrewAndrew

Can't wait to get The Communist Manifesto for the @nookBN we just received from @RobertVerdi - #RVFW is way better than plain jane #FW #NYFW
2101 followers

TWITTER PRESENTATION

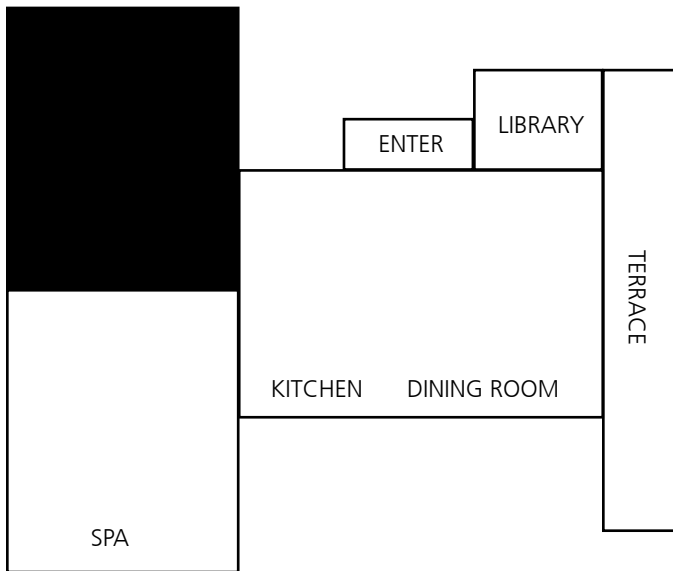




Left Page: Robert presents a special Fashion Week Tweet This! on the 103" screen at the Luxe Laboratory. Great media pack the house to get the latest from Robert Verdi. **Above, Left:** Guests receive products to try during presentation and take home for coverage. **Below:** Tweeters share the info live with their followers.

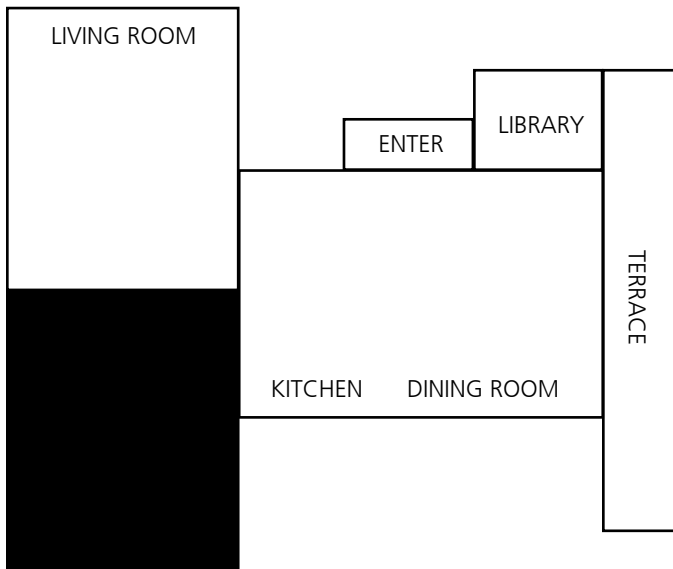


SERVICES



Living Room

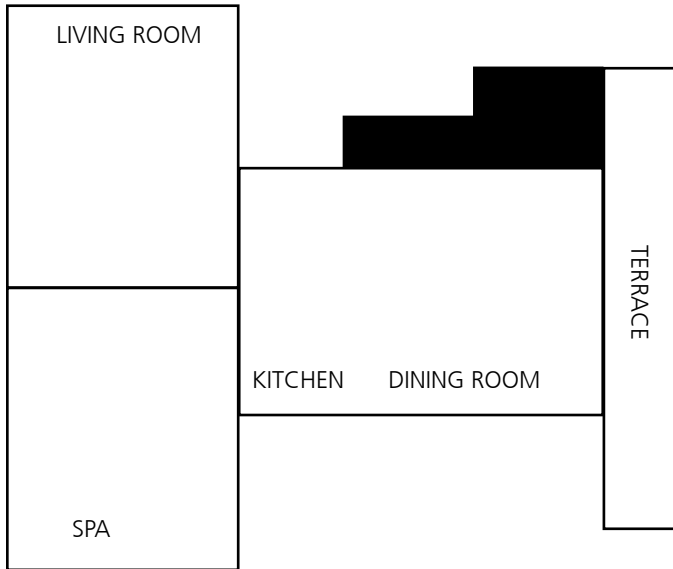
Guests browsed on the new SOLSTICEsun-glasses.com for the latest in eye wear and read their favorite books and magazines on the award-winning NOOKcolor™ Reader's Tablet. Okabashi afforded the opportunity to slip into comfort in their ergonomic sandals.



Spa

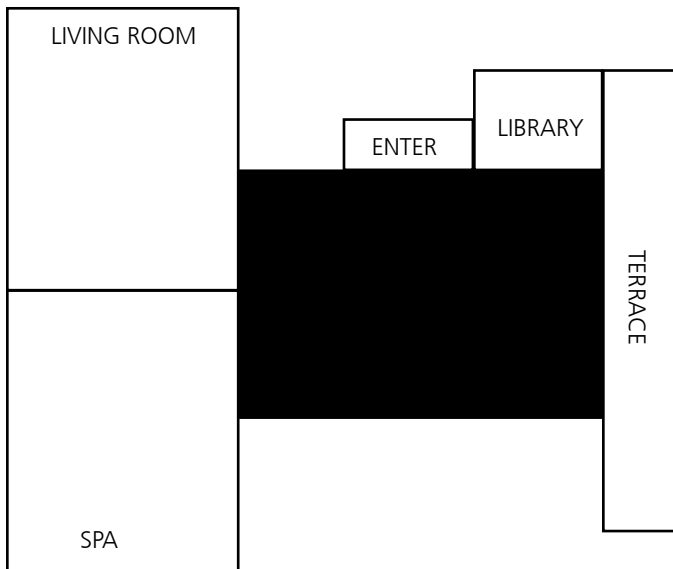
Invitees stopped by for haute hair styles at the Conair Beauty Bash featuring blow outs and RUSK dry styling, eye brightening and Mally make-up touchups from Visine and manicures from Incoco.





Entrance & Library

Participants arrived via Mercedes-Benz car service and received gift bags from Oboe. The nearby library featured Chelsea Taylor jewelry and the foyer included indulgent *TEMPTATIONS* by JELL-O desserts while offering relaxation in a massage chair.



Kitchen & Dining Room

All were invited to toast the trends with Champagne Perrier Jouët, sip in style with Coca-Cola, and enjoy delicious lunch from FoodParc. Also highlighted were the latest from Body Wrap Shapewear, Vintage Revolution Jeans, and "Choose your Mood" lifetherapy skin care products.





NIGEL BARKER



DEBRA MESSING



PAUL JOHNSON CALDERON



ADRIEN FIELD



ROBERT VERDI & BETHENNY FRANKEL



LUCY SYKES RELLIE



JOANNA COLES



MARK INDELICATO



KEITH POWELL



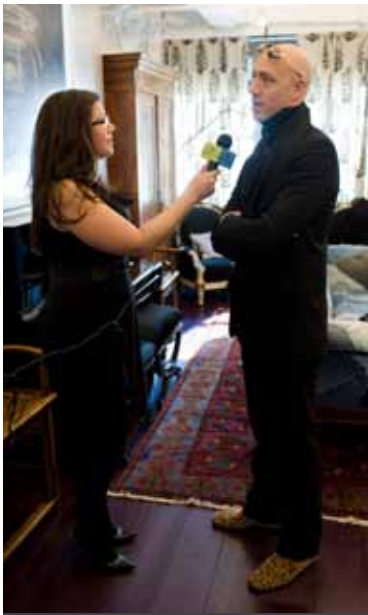
VERONICA WEBB



BOBBIE THOMAS & ROBERT VERDI



JILL ZARIN



HAMPTONS.COM



TINSLEY MORTIMER



ANDY COHEN



JULIA ALLISON



RHIANNON ALLY



JACK MACKENROTH



DANI STAHL



CAROLINE & LAUREN MANZO



JUNE AMBROSE & DEBORAH COX



J. ALEXANDER



JUNE AMBROSE



ALEX MCCORD & SIMON VAN KEMPEN



KELLY CHOI



TINSLEY MORTIMER & ALEXANDRA OSIPOW

MEDIA INCLUDES



US Weekly



The Today Show



inTouch Weekly



City's Best NYC



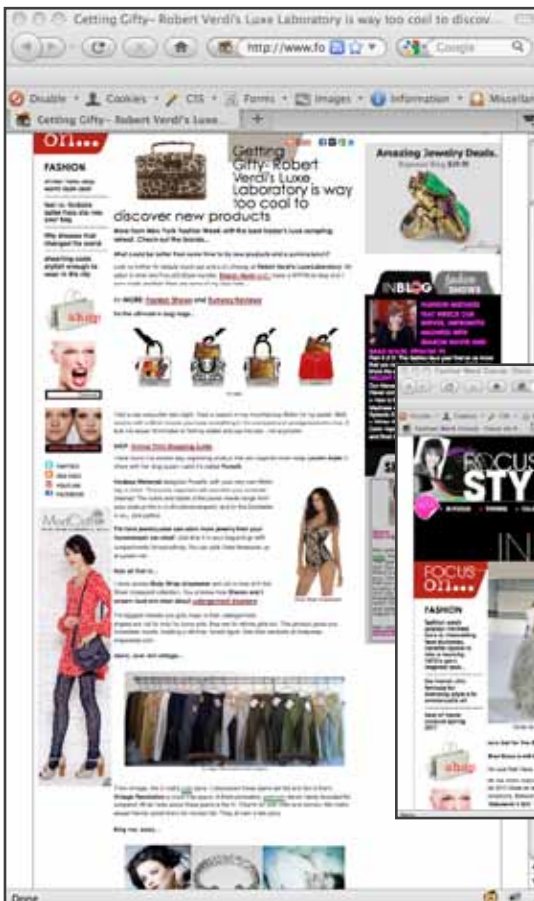
BeautyStat.com



Beauty Undercover



KlittenLounge



Focus On Style



Uptown



Focus On Style - Fashion Week Gossip



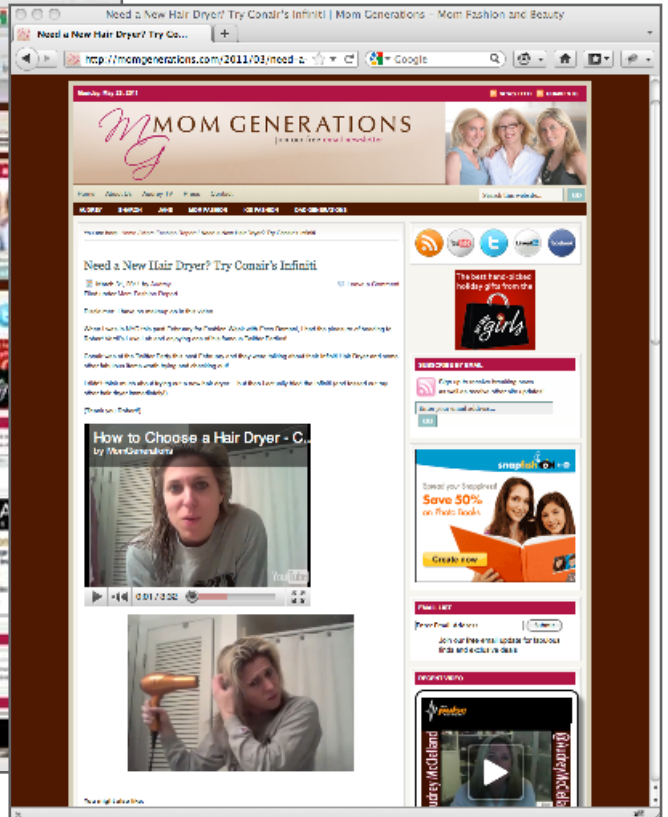
Fashionably Petite



Fashion Pulse Daily



Mom Generations



Running with Heels



The Posh Mom Life



Fashionista

A screenshot of the People Moms & Babies website. The header features the "People Moms & Babies" logo in blue and pink. Below the header, it says "celebrity baby blog". The main content is a giveaway announcement: "Giveaway: Barnes & Noble's NOOK Color (A \$250 Value!)". The date is "MAR 07 2011" and the time is "12:00 AM ET". There is a photo of a man and a young girl looking at a tablet. Below the photo, it says "Courtesy Barnes & Noble". The text describes the NOOK Color e-reader, highlighting its portability and features like crossword and Sudoku puzzles. It also includes the contest rules: "Want one? Hurry up and enter for your chance to win! Online entries must be received between 12:01 a.m. Eastern Time (ET) on 3/7/11 and 11:59 p.m. (ET) on 3/13/11."

People



KraseyBeauty



Shine

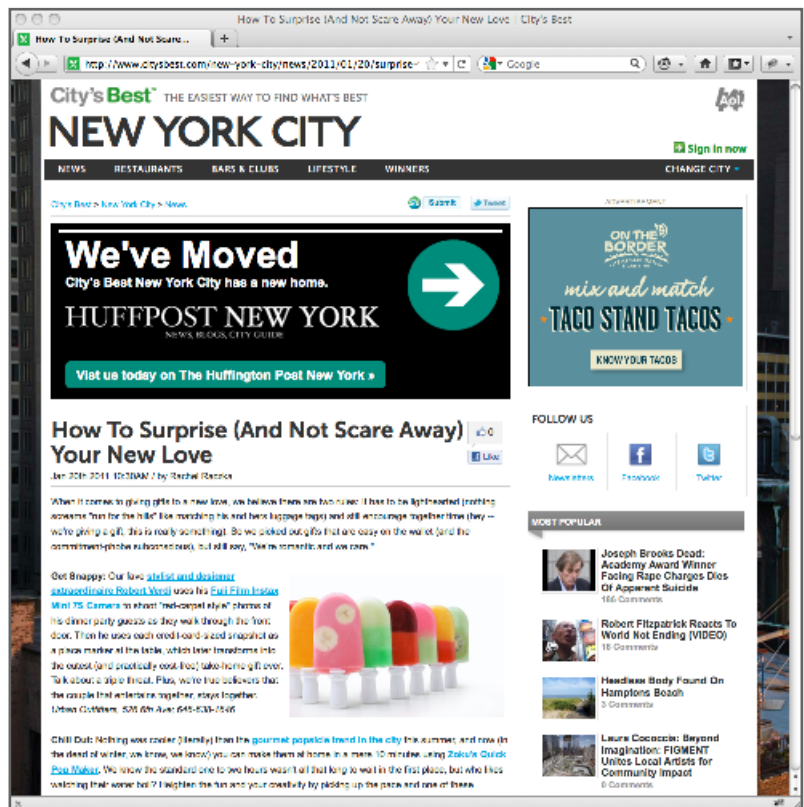
A screenshot of the About.com website. The header has the "About.com" logo and "15-Minute Fashion" sub-header. The main article is titled "A Better Kind of Flip Flops" by Anne Friel. The article features a photo of a pair of flip flops and discusses the benefits of a specific brand, mentioning features like "massaging insole" and "supportive footbed". The page includes a sidebar with a search bar and "About.com" branding.

About.com

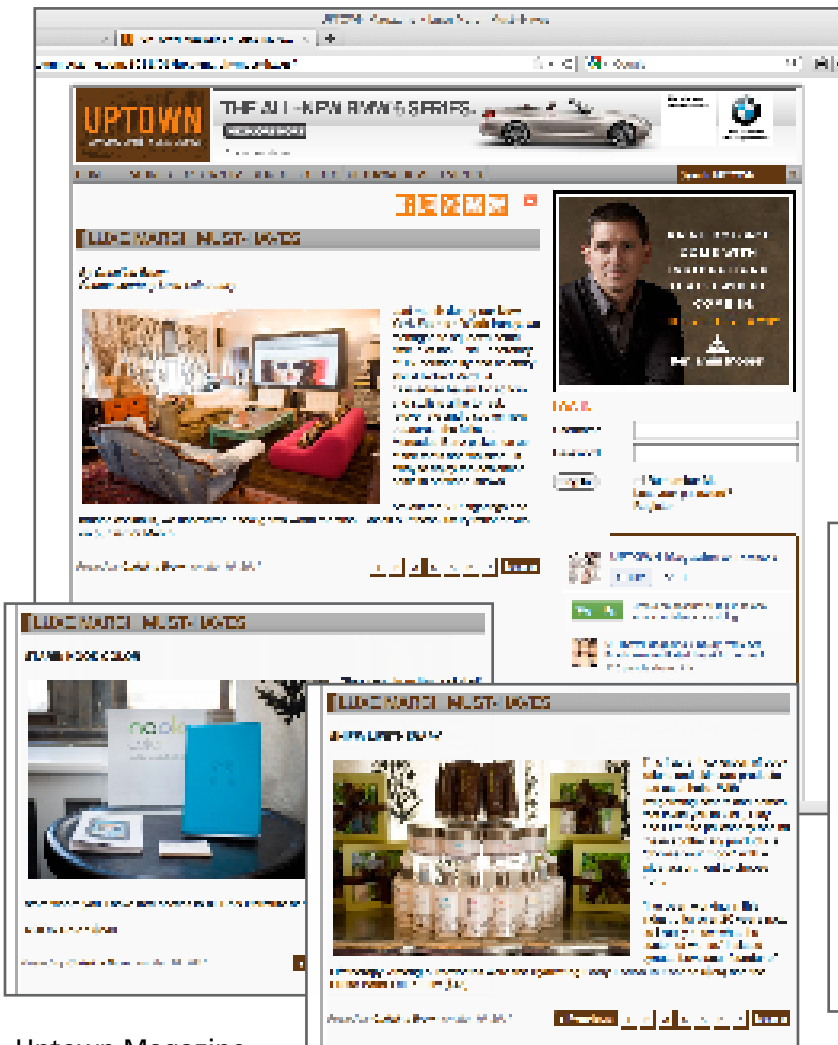
MEDIA CONT'D



NonSociety



City's Best NYC

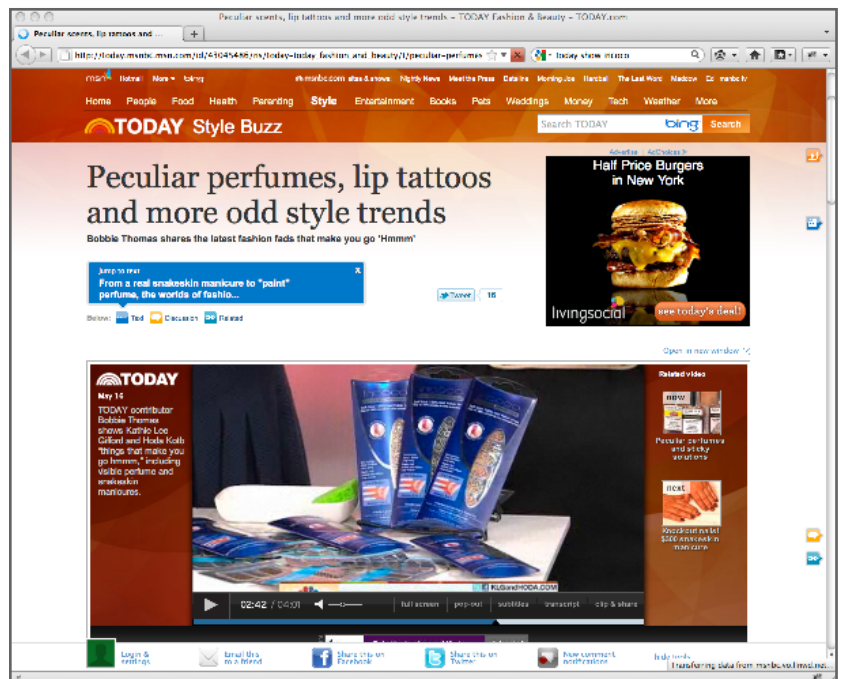


Uptown Magazine

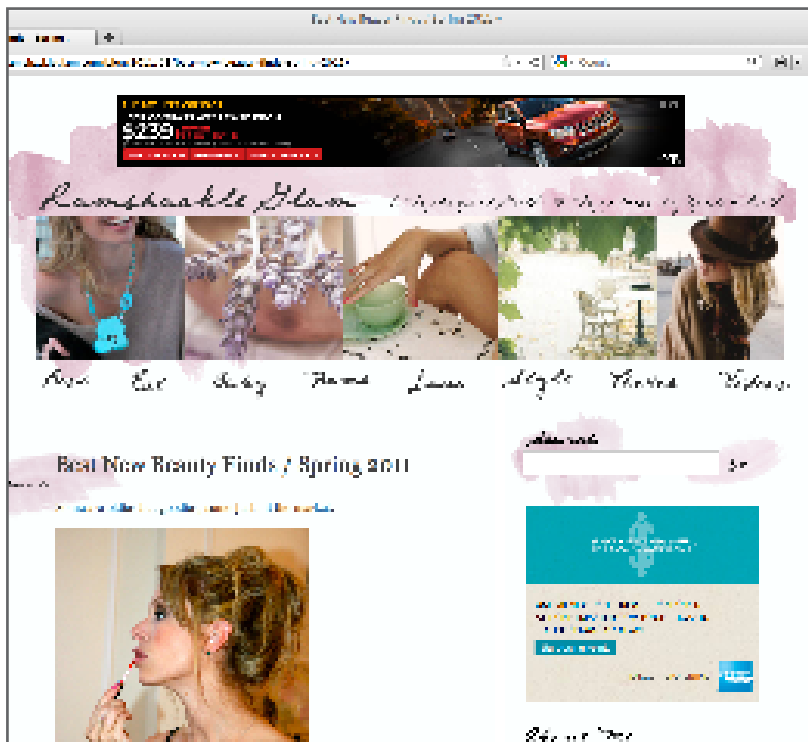




Seventeen Magazine



Today Show



- **lifetherapy Vacation Hydrating Body Lotion*** (\$25): Discovered at the Robert Verdi Luxe Lounge last Fashion Week, this stuff smells exactly like a Caribbean vacation and has taken up permanent residence on my bedside table. A nightly application brings quite excellent dreams.

Ramshackle Glam



Sheeky's