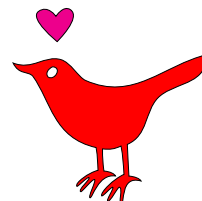


luxelaboratory

Tweet

This!



Robert Verdi HOSTS

A VALENTINE'S DAY TWITTER PARTY

PRESENTED BY  ACCESSORIES
COUNCIL

JANUARY 19, 2010

Tweet This!

Robert Verdi and The Accessories Council hosted social Media Insiders & Influential twitterers gathered at Luxe Lab to get access to the best Valentine's gifts of the season and to retweet his #rvtips for their followers to disseminate online along the way. Media mavens posted articles, twittered in advance and followed remotely to spur the online community to twitter along...the results were drastic! The event already has a reach of over half a million people through twitter alone while the tweets & gift guides are still rolling out. The guests received all of Robert's fab gift picks, each item presented in unveilings by Robert's staff while he shared expert advice about fun and unique Valentine's date ideas for everyone on your list!!

Tweet This!
with @RobertVerdi presented by THE ACCESSORIES COUNCIL

Robert Verdi and The Accessories Council invite you to come twitter live as Robert dishes on this year's hottest Valentine gifts! Get the inside scoop for your followers and invite them to twitter along remotely and win great giveaways using #rvtips.

When: January 19th, 2009
6:30 - 8:30pm
(covering starts promptly at 7:00pm)

Where: Luxe Laboratory
247 W. 30th Street
Floor 12A

RSVP: [twitter@robertverdi.com](http://twitter.com/robertverdi)

Space is extremely limited. Confirmation must be provided at door to gain admission. Please bring the twitter handle you will be using at the event and confirmation will be emailed to you.

Luxe Laboratory | 247 W. 30th Street, New York, NY 10011 | This invitation admits one & is non-transferable.



EENAMARIA TOTE BAG



DVF SUNGLASSES

Articles and placements began rolling out even before the event began!

Running with Heels™ THE ONLINE MAGAZINE DEDICATED TO WOMEN WHO LOVE SHOES

FEATURES TRAVEL DIARY VIDEO OUR FAVES STYLIST STUDIO FOOTNOTES IN THE KNOW GO

Robert Verdi (the V is for Valentine)

Last night, celebrity stylist and television personality Robert Verdi (his new show debuts on LOGO Feb. 10th at 10 pm!) hosted a 'Tweet This' event at his fabulous Luxe Lab in Manhattan for local social and print media leaders. The event was to share his top picks (and ideas) for the quickly approaching Valentine's Day and he came up with great gifts for men and women alike. Ideas ranged from things to do with a new Valentine (a pizza dinner and a chick flick) to suggestions that will make any relationship sizzle (a romantic stay-cation complete with champagne and lingerie). For those who are more inclined to go for an un-wrappable gift for their special someone, Verdi suggested everything from affordable trinkets like a Swarovski Crystal Charm Bracelet to His and Hers watches.

Below you'll find a rundown of all of Robert's picks, and since we were there to check everything out (and were lucky enough to receive each item to review for you), our expert thoughts and opinions!

\$50 Date Idea
Classic Date:
Dinner from the local pizzeria and the current chick flick.

VIRTUAL E-ZINE
All our tips, trends and news for the month, just for you!

GET THE HOOKUP
Become a **RWH VIP** today and you're entered to win a \$100 gift card to Piperlime every month! **JOIN TODAY!**

Subscribe and get stories in your Inbox or Subscribe with your RSS Reader

Find us on Facebook Become a fan!

FOLLOW US ON: **twitter**

Morgan's Twitter Updates (see all)

- * Starting today through the 29th, 15% of all online sales from Kooba.com will be donated to Doctors Without Borders to benefit Haiti *about an hour ago*
- * Maybe it's because I'm jonesing for warm weather, but my eye has been caught by this Matt Bernson sandal: <http://tinyurl.com/jcnvkg> *about an hour ago*



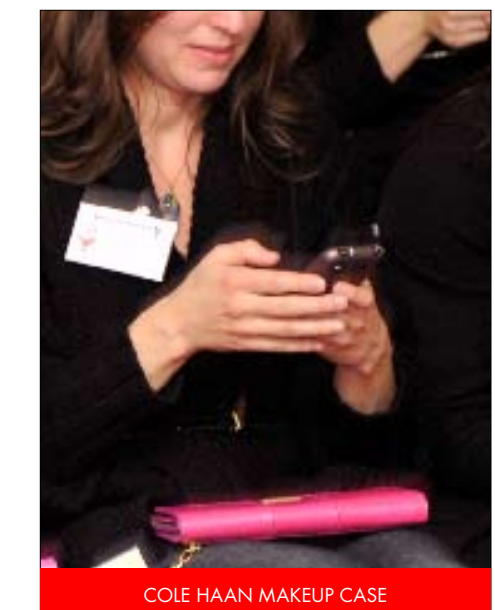
FRAGOLI STRAWBERRY LIQUEUR



ANNE KLEIN AND ARMITRON WATCHES



RJ GRAZIANO NECKLACE



COLE HAAN MAKEUP CASE



Thousands of Live Tweets, a Reach of Over 750,000!

TWITTERS INCLUDED:

FOLLOWERS



@stylebakery: Follow us tonight + Twitter to win the best Valentines Gifts from @RobertVerdi #rvtips <http://ow.ly/YanE>

4,899



@SELFmagazine: Heading to @robertverdi tonight for a twitter party! be sure to check out all of #rvtips for Valentines day. tweets starting around 6:45pm!

17,161



@LuckyMagazine: Tweeting live with @RobertVerdi tonight from 7-8pm. Tune in for giveaways! #rvtips

25,310



@HoneyMagazine: We're signing off from @RobertVerdi's. Thx 4 following #rvtips & tune in to his madcap show on Feb. 10 at 10 pm on the Logo Network.

12,648



@CosmoOnline: love free stuff? We thought so. Retweet @robertverdi tonight to win freebies!

29,171

GUESTS INCLUDED

Nichelle Gainor
anovelistamedia.com
@55secretstreet

Julia DiNardo
Fashion Pulse Daily
@fashionpulse

Sharon Feiereisen
myfashionlife.com
@myfashionlife

Beth Herbst
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@bagtrendst

Kristin Booker
Fashion.Style.Beauty
@fashionstbeauty

John David Robbins
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@morganw

Sarah Conley
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@styleit

Michelle Finklshteyn
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@bagtrendst

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@misswill

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