

luxelaboratory

Tweet This! GOES GREEN ECO-CHIC FOR EARTH DAY



Robert Verdi HOSTS

AN ECO-CHIC TWITTER PARTY

APRIL 21ST, 2010

Tweet This!

An exclusive group of twitterers gathered at Luxe Laboratory the evening before Earth Day to get Robert Verdi's tips on how to be eco-chic. The event had a reach of over 5,000,000 through twitters alone and was streamed live so the thousands of twitterers following online could interact in real time, watching the event and twittering in to the event feed using #rvtips. The evening kicked off with a VIP guest appearance by eco-chic model and activist Summer Raine Oakes and was featured on Ustream's home page throughout. Media guests twittering in person and from far as California and Florida shared the inside scoop with their followers about the event's great giveaways, tips, picks and new ways to go green with style.



Web Coverage Included:



Participants Included:

- | | |
|---|---|
| Summer Rayne Oakes VIP, model & author @sroakes | Rebecca Alexander FashionIndie.com @becksalexander |
| Dan Koday Seventeen.com @seventeenmag | Peter Einstein Green Planet Search @ecoeinstein |
| Kelli Acciardo Seventeen.com @seventeenmag | Amber Katz Beauty Blogging Junkie @glambr |
| Zoe Ruderman Cosmopolitan @cosmoonline | Melissa Massello Shoestring @shoestring |
| Virginia VanZanten Luckymag.com @luckymagazine | Anne Fritz Jet Set Girls @jetsetgirls |
| Shane Shirley Smith Environmental Booty @envirobooty | Julia Dinardo Fashion Pulse Daily @fashionpulse |
| Zandile Blay Paper Magazine @papermagazine | Felicia Walker Benson This That Beauty @thisthatbeauty |
| Apple Levy The Green Girls @thegreengirls | Felicia Sullivan Huffington Post @felsull |
| Charmaine Leah Glamology @glamology | Rebecca Paul Ecouerre @ecouerre |
| Katie Livanos Star Magazine @star_magazine | Kelly Bruce Eco-Sylista @ecostylista |
| Taryn Adler Star Magazine @star_magazine | Greg Littley Freelance @littleylittley |
| Sharon Feireisen The Fashion Spot @fashion_spot | John David Robbins Runningwithheels.com @MorganW |
| Lauren Dimet Waters Second City Style @secondcitystyle | Jeff Prine Accessories @accessoriesmag |
| Carolyn Hsu TheDailyObsession @tdailyobsession | Julie Wax IHeartHeels.com @iheartheels |
| Lianne Farbes The Makeup Girl @liannefarbes | Adrien Field Vibe/Field Notes @adrienfield |
| Daniel Saynt FashionIndie @fashionindie | Erika Belezarian The Makeup Girl @erikasaprincess |

Over 3,000 Live Tweets With a Reach of Over 5 Million!

FEATURED TWEETS:



@Sroakes: Streaming live via USTREAM at Robert Verdi show right at 7PM <http://www.ustream.tv/channel/tweet-this> - Eco-chic Twitter Par-tay!



@ustream: Watch Robert Verdi's Eco-Chic Twitter Party tonight! <http://www.ustream.tv/recorded/6341492>



@glamology: Don't read labels, read ingredients. Learn to recognize & avoid harsh synthetic chemicals in cosmetic products. #rvtips @robertverdi



@peace_of_green: great eco tip from @robertverdi: switch to cloth napkins and hand towels.



@LuckyMagazine: So cute! RT @RobertVerdi: @brazilets are a 200 y/o bracelet that promises to bring good fortune while saving the rainforest! #RVTIPS



@GreenGirls: Our fav 2! @treadlight @EnviroBooty RT @RobertVerdi @greengirls suggest swapping clothes w/ ur friends! Get a whole new outfit! #RVTIPS

FOLLOWERS

3,900

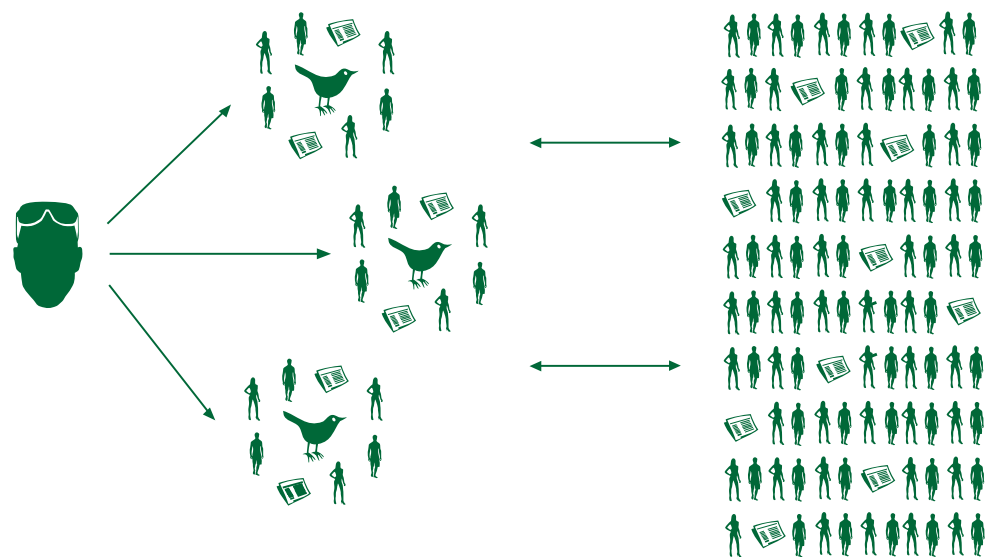
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7,784

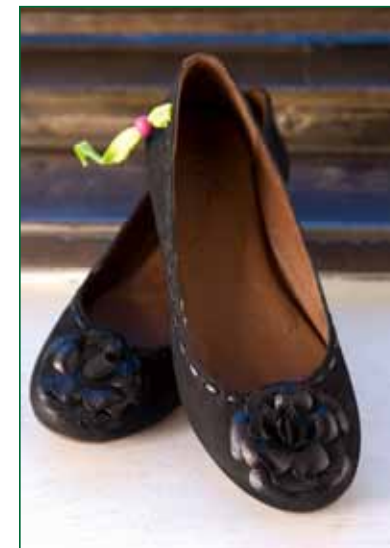
3,832

30,889

8,406



Robert tweets at Luxe Lab with influential guests and the event is streamed live on-line at www.robert-verditweetthis.blogspot.com. Remote media and twitterers participate online by watching the livestream and tweeting in to the event feed using the hashtag #rvtips for interactive tips, Q&A & giveaways. Media guests receive Robert's product picks and presentation for event coverage and placements after the event.



PRESS & PLACEMENTS INCLUDED:



accessoriesmagazine.com



beautybloggingjunkie.com



environmentalbooty.ning.com



fashionstylebeauty.com



glamology.com



organizedwisdom.com



iheartheels.com



fashionindie.com



themakeupgirl.net



mintandberry.com



shaneshirleysmith.blogspot.com



fashionpulsedaily.com



secondcitystyle.typepad.com



prlog.org



runningwithheels.com



fashionpulsedaily.com