

# **BRAND NEW YOU!**

**A Fashion Week Retreat! / February 14-19, 2009**

**Robert Verdi's Luxe Laboratory hosts the fashion insider's dream retreat, BRAND NEW YOU!**

Once again this season, Verdi successfully transformed his Chelsea event space into an intimate haven for fashion's most influential editors and insiders to escape the frenzy of New York's Fashion Week. At the outset of 2009 amidst America's electrifying new political climate and rapidly changing economy, the week-long retreat stood out against the crowd by offering empowering solutions and optimistic possibilities for self-renewal and progress. BRAND NEW YOU! provided saavy streamlining solutions and life's little touch-ups to fashion's finest editors and celebrities, returning them to the front-row feeling refreshed and looking fabulous. The exclusive guests couldn't get enough of the on-site treatments from manicures to make-up, expert advice from fashion to fitness and pioneering products from accessories to electronics. Elite insiders returned again and again in the event's fleet of Mercedes sweeping editors and celebrities off between shows to Verdi's intimate community of convivial brand partners offering the unique opportunity to relax, revitalize and interact at ease. The event had truly unparalleled success during Fashion Week as guests left with an overflowing goodie bag and raved about their unforgettable experience at BRAND NEW YOU!



Joanna Coles & Zanna Roberts



Vogue's Sally Singer & Natasha Bedingfield

Join us for...

**BRAND NEW YOU!**  
A Fashion Week Retreat

Offering quick fixes to revitalize, reinvigorate and refresh for a fabulous return to the front row, streamlined solutions to simplify the hectic lifestyle and savvy shortcuts to life's little indulgences!

February 14-19 / 11-5 daily

**luxelaboratory**  
247 West 30th Street  
Floor 12a

(This invitation is non-transferable and admits one.)

Swing by in style with our Mercedes car service! Grab Coca-Cola's stylish aluminum bottle for good taste that tastes good! Tame your tresses with TRESemmé! Honor your health, refresh your figure and feel fabulous with a detox from Blueprint Cleanse! Throw it all in and go all out with an L.L. Bean tote! Score a Singer Pixie to alter anything, anytime, anywhere! Make-over your soles with Footpetals! Get make-up tricks, tips, and touch-ups from Paula Dorf! Dare to don dazzling jewels from Margo Morrison! Shoot and share all the action with a Kodak camera! Grab Bite's gourmet brown bag lunch for good health on the go! Taste true purity with Dasani Essence! Stay smooth with Schick! Sip your skin to radiance with Glowelle! Keep cool breath with Ice Breakers! Balance hedonism & health with Hershey's Extra Dark! Stay youthful with Alterna anti-aging! Slip into the constant comfort of Gold Toe stockings! Put the fun in functional with notes from Knock Knock! Sip on Stirrings' savvy cocktails! Keep your Skyn supple and smooth! Pursue your personal passion with The Element from Penguin Books! Inspire divine rhythm and design on a Vesta-Life sound dock! Please your palette with POM! Optimize your aesthetics with an OPI manicure! Slip into a sexy pair of Rock & Republic skinny jeans! All at the Luxe Laboratory...



Eva Longoria



Kathy Griffin & model Pierre Woods



Margo Morrison & Allure's Linda Wells

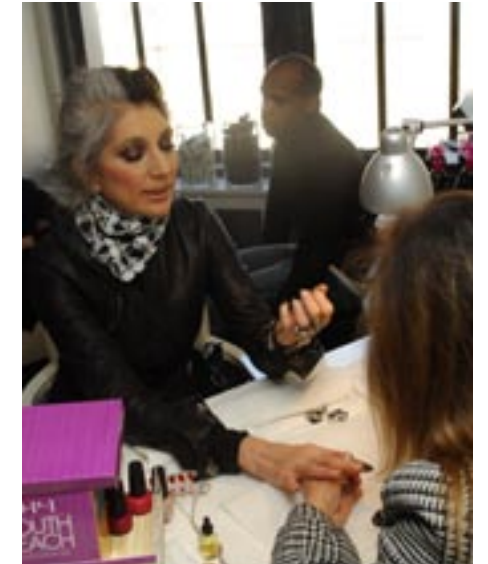




Judy Licht & Robert Verdi



Zoë Sakoutis, Erica Huss Jones with Samantha Rubin & Brian Boye of Men's Health



Fashion critic Lauren Ezersky



Lake Bell enjoying the Kodak Zi6



ANTM's J. Alexander & Stacey McKenzie of Canada's Next Top Model



Justin Trantner, Robert Verdi, Cole Whittle



Marie Claire's Lucy Kaylin



J. Alexander





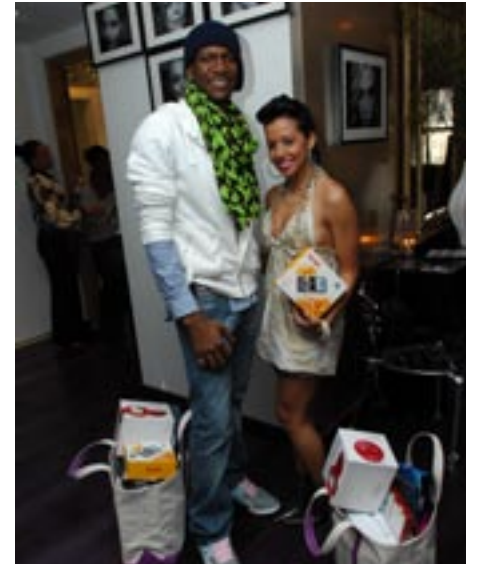
Zink Magazine's Casey Gillespie



Margo Morrison & Suze Yalof Schwartz of Glamour Magazine



Eva Longoria & Robert Verdi head to the shows via the Mercedes car service



Stylist Alexander Allen, singer Stefani Varra



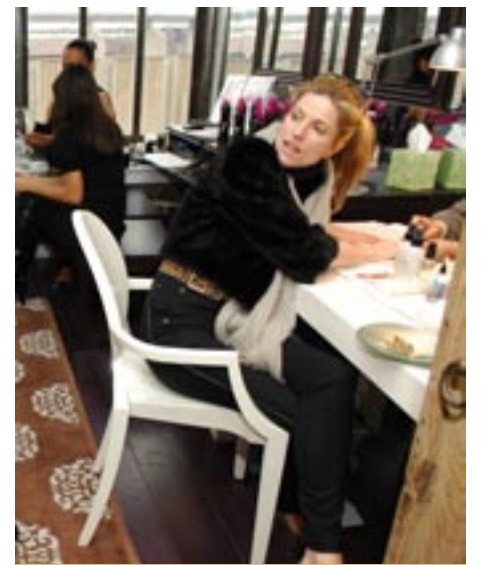
Lake Bell checking out her gift bag



Fabiola Beracasa



Vogue's Stephanie Horton & Anne Vincent



Lucy Sykes of Marie Claire



Genevieve Jones



Paula Dorf



Guests including Lynn Yeager and Paper Magazine's Mickey Boardman



# GUESTS INCLUDED...

## CELEBRITIES:

Lake Bell  
Actress  
Eva Longoria-Parker  
Actress  
Kathy Griffin  
Actress/Comedian  
J. Alexander  
America's Next Top Model  
Stacey McKenzie  
Canada's Next Top Model  
Natasha Bedingfield  
Recording Artist  
Stefani Vara  
Recording Artist  
Justin Tranter  
Semi-Precious Weapons  
Cole Whittle  
Semi-Precious Weapons  
Fabiola Beracasa  
Socialite  
Genevieve Jones  
Socialite

## FASHION INSIDERS:

Zac Posen  
Fashion Designer  
Jay Bell  
Barneys Menswear Senior Buyer  
Julie Gilhart  
Barneys Fashion Director  
Cindy Cushnie/Michelle Ochs  
Cushnie et Ochs, Fashion Designers  
Sean Patterson  
Wilhelmina Models, President  
Shelly Bromfield  
Donna Karan  
Gina Glickman  
Society Reporter & Socialite  
Lauren Ezersky  
TV Personality/Fashion Critic  
R. Scott French  
Fashion Designer  
Judy Licht  
Full Frontal Fashion  
Marylou Luther  
International Fashion Syndicate  
Monique Pean  
EDFF Winning Jewelry Designer  
Lars Nilsson  
Fashion Designer  
Kim Hastreiter  
*Paper Magazine*, Founder  
Paula Dorf  
Paula Dorf Cosmetics  
Bryn Taylor  
Stylist/Fashion Editor  
Alexander Allen  
Stylist  
Catherine Baba  
Stylist  
Wendy Schecter  
Stylist  
Deborah Watson  
Stylist  
Ted Rossi  
Fashion Designer  
Kate Bussard  
Art Institute of Chicago  
Ruth Finley  
The Fashion Calendar  
Tory Gast  
Tribeca Film Festival

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## EDITORS:

Linda Wells  
*Allure*, Editor in Chief  
Stacey Farber  
*Allure* Journalist, Actress  
Renata Espinosa  
*Fashion Wire Daily*, NYC Editor  
Neal Boulton  
*Genre*, Editor in Chief  
Suze Yalof Schwartz  
*Glamour*, Exec. Fashion Editor  
Christopher Bollen  
*Interview*, Editor in Chief  
Vivian Kelly  
*Lyra Mag*, Editor  
Joanna Coles  
*Marie Claire*, Editor in Chief  
Lucy Kaylin  
*Marie Claire*, Executive Editor  
Zanna Roberts  
*Marie Claire*, Fashion Editor  
Lucy Sykes  
*Marie Claire*, Sr. Fashion Editor  
Brian Boye  
*Men's Health*, Fashion Director  
Eloise Parker  
*NY Daily News*, Features Director  
Katie Goldsmith  
*New York Magazine*, Reporter  
Shauna Bass  
*OK!*, Senior Reporter  
Mickey Boardman  
*Paper*, Editorial Director  
Kika Maria Francisca Rocha  
*People en Español*, F&B Editor  
Katie Livanos  
*Star*, Beauty & Fashion Editor  
Melissa Ventosa  
*NY Times Style Magazine*  
Jessica Mehalic  
*US Weekly*, Senior Editor  
Olivia Barker  
*USA Today*, Fashion Correspondent  
Troy Artis  
*USA Today Weekend*, Stylist  
Lynn Jager  
*The Village Voice*, Fashion Reporter  
Stephanie Horton  
*Vogue*, Exec. Director, Promotions  
Sally Singer  
*Vogue*, Fashion News Director  
Anne Vincent  
*Vogue*, Fashion Merch. Director  
Teri Agins  
*Wall Street Journal*, Fashion Rep.  
Cheryl Tan  
*Wall Street Journal*, Fashion Rep.  
Holly Thomas  
*Washington Post*, Trendspotter  
Alex Badia  
*WWD*, Menswear Fashion Director  
Jean Scheidnes  
*WWD*, Editor at Large  
Casey Gillespie  
*Zink*, Editorial Director  
Joseph Ungoco  
*Zink*, Editor at Large  
Annabella Asvik  
Beauty & Fashion Journalist