

FROM SEED TO TABLE

SMITH & HAWKEN'S
SUMMER-IN-WINTER
COCKTAIL PARTY

JANUARY 22, 2008
6PM-9PM

HOSTED BY INTERNATIONALLY
RENOWNED GARDEN DESIGNER
REBECCA COLE

THE INVITATION

Inspired by Smith & Hawken's Summer 2008 collection, the invitation was created with the intent of evoking the warmth of summer during the chilly winter months. From planting your own garden to harvesting and serving your own food, "From Seed to Table" was the theme carried out at the Luxe Laboratory. The invitation was printed on recycled, brown kraft paper with warm, muted tones, and photography inspired by Smith & Hawken. The finishing touch was a tropical green envelope with a botanically themed postage stamp.



Hosts Rebecca Cole shared insider secrets & toasted the evening with Smith & Hawken.

THE HOST

For over 13 years, internationally renowned designer Rebecca Cole has been creating one-of-a-kind floral arrangements, gardens, and interior designs. The author of 3 books, *Potted Gardens*, which won the Quill and Trowel Award, *Paradise Found: Gardening in Unlikely Spaces* and *Flower Power*, Rebecca is an authoritative industry insider. Rebecca is constantly promoting new ways to look at lifestyle -- her creative, hip and stylish approaches to living in a modern, eclectic world combined with her talent and personality make for a truly unique statement that is fun, fresh, and accessible.

THE ATMOSPHERE

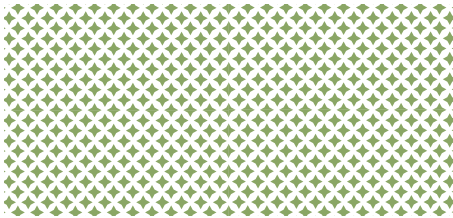
The space was transformed with wheatgrass-covered tables, organic food and amazing floral arrangements all surrounded by Smith & Hawken plantings, accessories, and furniture from the Vintage Garden and Del Mar collections. Designed by Rebecca Cole, the terrace was lush with Silver Smoke Cypresses, Creeping Junipers and Cyclamen, and lit with lavender-gelled spotlights, serving as the perfect backdrop for the party. Smith & Hawken's heat lamps made the terrace the perfect place to enjoy a brisk evening.



Candlelight from Smith & Hawken's flameless pillar candles created an inviting ambience.

THE EVENT

Editors from the leading shelter, garden and lifestyle publications were greeted at the door and immediately wowed by the decor, the chic S&H terrace, the fine wine and the hors d'oeuvres from New York's foremost organic caterer, Cleaver Co. At the climax of the evening, Rebecca Cole revealed exclusive insight into her original inspirations and toasted Smith & Hawken as the industry trend-setter and the original, instrumental force in turning gardening into a modern lifestyle. Then the attention turned to Noelle Smith and Jennifer Sypeck as they spoke about the influence and vision behind Smith & Hawken's Summer 2008 collections. At the close of a truly enchanting evening with Smith & Hawken, editors were thrilled with their giftbags overflowing with goodies including S&H's herb-growing window box kit, a S&H mini-clay pot planted with a fully grown live herb, delicious spiced seeds from SuperSeeds and a promotional S&H CD previewing the Summer 2008 collections.



Rebecca Cole, Robert Verdi, Orli Ben-Dor



Ayn-Monique Tetreault-Rooney, Amanda Greene



Rosemary-lemon martinis & Dirty Dill martinis from Herbs Vodka.



Jennifer Sypeck, Robert Verdi, Noelle Smith, Rebecca Cole



Katie Woolsey, Dwyer Paulsen

THE GUESTS

Kristine Kennedy - East Coast Editor, *Better Homes & Gardens*

Janet Mowat - Managing Editor, *Country Decorating Ideas*

Katie Kretschmer - Departments Editor, *Family Circle*

Dwyer Paulsen - Freelance Writer (formerly of *InStyle*)

Wendy Manwarren - Senior Home Editor, *Home Magazine*

Orli Ben-Dor - Associate Editor, *House Beautiful*

Jackie Goewey - Senior Editor, *InStyle*

Mary Kate Dolan-McGrath - Associate Design Editor, *InStyle*

Anthony Santelli - Assistant Home Editor, *Martha Stewart Living*

Amy Bleier-Long - Assistant Editor, *O at Home*

Natalie Warady - Style Director, *O at Home*

Katie Woolsey - Senior Editor, *O at Home*

Kelley Carter - Home Market Editor, *Real Simple*

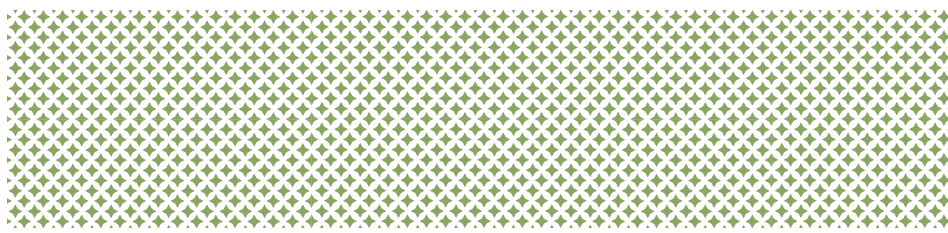
Jennifer Jafarzadeh - Senior Lifestyle Editor, *Redbook*

Jenny Bradley - Lifestyle Editor, *Traditional Home*

Laura Eckstein - Assistant to Home Editor, *Woman's Day*

Amanda Greene - Assistant Editor, *Woman's Day*

Ayn-Monique Tetreault-Rooney - Editorial Assistant, *Woman's Day*



Rebecca Cole



Organic cuisine from Cleaver Co.



Del Mar pieces on the Smith & Hawken Terrace.



Jennifer Sypeck, Noelle Smith, Jennifer Jafarzadeh