

 luxelaboratory

**JUNE 3, 2008**

HOSTED BY  
**BROOKE SHIELDS**



## THE HOST

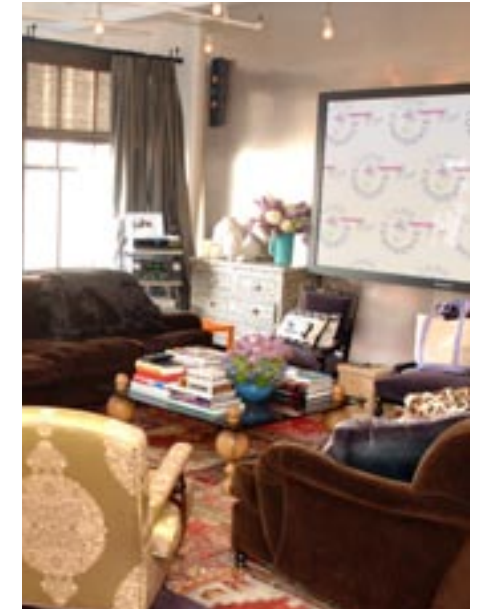
The ideal celebrity spokeswoman for Tupperware's Chain of Confidence, Brooke truly embodies the spirit of this year's Camp Confidence as a strong, confident inspirational figure that women can relate to. Brooke was both charming and sincere as she gave a speech introducing the program to the intimate group of editors and influencers gathered at Luxe Laboratory. Balancing her evening between private interviews and mingling with guests, Brooke Shields proved to be the perfect hostess for the event and powerful face of the campaign.



Brooke Shields



The Confidence Counselors



Carie Brescia, Logan Levkoff, Rick Goings, Brooke Shields, Bethanny Frankel, Laura Rowley

## THE CAMPAIGN

Following the intimate media event introducing the program, Brooke Shields set up camp at the Time Warner center to host a one-day consumer workshop to further introduce the program and the "Confidence Counselors" who will provide helpful tips in their area of expertise. Camp Confidence is an extension of Tupperware's Chain of Confidence, which launched in May of 2007 and celebrates the powerful bonds of female friendships and the confidence derived from those friendships.



## THE ATMOSPHERE

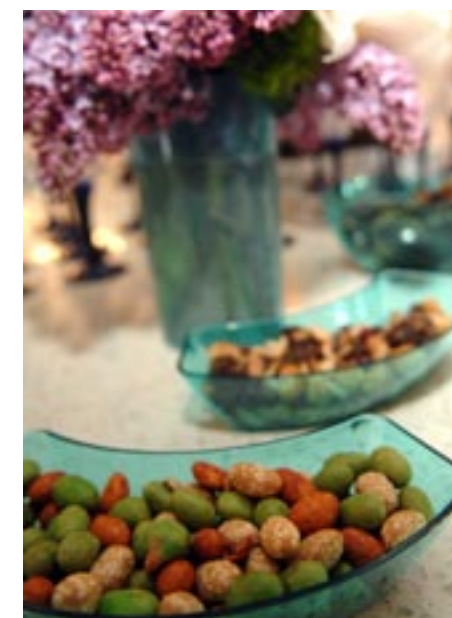
Each element of the private preview event at Luxe Lab effectively presented the Tupperware brand and the Camp Confidence program. Guests enjoyed "Confidence Cocktails" served in tupperware stemware and caterer Bite created camp-themed hors d'oeuvres like mini-grilled cheese, bite-size s'mores, and luxe trail mix all passed and served in the newest peices from Tupperware. Not only was Tupperware showcased throughout the kitchen in its natural context, but florist Rebecca Cole designed elaborate arrangements displayed through the space where flowers seemed to pour over tiers of Tupperware. Individual media stations were staged throughout the space for private interviews and the new Camp Confidence logo was displayed on the 103" plasma screen providing the perfect backdrop for the introductory presentations.



Brooke Shields with Rick & Susan Goings

## THE EVENT

Tupperware CEO Rick Goings held a private preview event at Luxe Laboratory where actress Brooke Shields announced the launch of Tupperware's new Camp Confidence program designed to boost women's confidence with the help of a panel of experts or 'Confidence Counselors' on ChainofConfidence.com. Celebrities, editors, and influencers gathered to hear Brooke's personal introduction to the program and get the inside-scoop from the Confidence Counselors: Bethenny Frankel (Health & Wellness Expert and star of Bravo's Real Housewife of NYC), Laura Rowley (Finance expert and Yahoo! Finance columnist), Carie Brescia (Beauty Expert) and Logan Lavkoff (Relationship Expert).







## GUESTS INCLUDED

### **Brooke Shields**

Actress

### **Robert Verdi**

TV personality/Celebrity Stylist

### **Rick Goings**

CEO, Tupperware

### **Bethenny Frankel**

Celebrity Chef, Real Housewives of New York

### **Laura Rowley**

Confidence Counselor/Yahoo! Finance Columnist

### **Logan Levkoff**

Confidence Counselor/Relationship Expert

### **Carie Brescia**

Confidence Counselor, Beauty Expert

### **Judy Antell**

New York Metro Parents

### **Fraya Berg**

Parents Magazine

### **Katie Caperton**

OK! Magazine

### **Gwynn Galvin**

Woman's World Magazine

### **Abby Kalick**

Marie Claire Magazine

### **Ani Mandara**

The View

### **Lexi Schmertz**

Cookie Magazine

### **Maggie Wegner**

Condé Nast Publications



Bethenny Frankel



Guests enjoyed wine, sparkling water and the "Camp Confidence Cocktail"