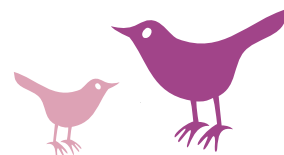


luxelaboratory

TWEET THIS! MOTHER'S DAY



Robert Verdi HOSTS

A MOTHER'S DAY TWITTER PARTY

MAY 4TH, 2010

Tweet This!

An influential group of online media gathered at Robert Verdi's Luxe Laboratory to get Verdi's tips on Mother's Day Gifting. Verdi dished on his picks for every type of mom & guests received each item, unveiled one-by-one during the event. Thousands of people online twittered in to the event to participate online with live Q&A, competitions, giveaways and more. Media guests tweeted in person & remotely to share the exclusive info with their followers. Guests left with all Robert's picks from the evening and received the presentation after the event.



the invite and alert sent out to editors and media guests

Participants Included:

Rebecca Cole Designer & TV personality	The Fashion Spot Sharon Feiereisen @Fashion_spot	Savvy Mommy Victoria Pericon @savvymommy	Product Pasha Evie Macial @productpasha	Accessories Council Karen Giberson @accessorynews
People Jackie Fields @peoplemag	Second City Style Lauren Dimet Waters @secondcitystyle	Fashion Pulse Daily Julia DiNardo @fashionpulse	Runningwithheels.com John David Robbins @MorganW	HipGuide Syl Tang @hipguide
Seventeen.com Dan Koday @seventeenmag	TheDailyObsession Carolyn Hsu @tdailyobsession	Izzibag Anne Agoren @izzibag	Runningwithheels.com Morgan Williams @MorganW	Cosmopolitan.com Zoe Ruderman @cosmoonline
Luckymag.com Virginia Vanzatan @luckymagazine	HollywoodLife.com Katrina Mitzeliotis @HollywoodLife	ThisThatBeuty Felicia Walker Benson @ThisThatBeauty	Real Beauty Andrea Lavinthal @realbeauties	Design Milk Jaime Derringer @designmilk
MomFinds.com Jeanine Edwards @momfinds	FashionIndie.com Rebecca Alexander-Saynt @fashionindie	Fashion.Style.Beauty Eileen Dautruche @Fashionstbeauty	Ebony Magazine Erica Lasan @myebonymagazine	Stylemom.net Nichelle N. Pace @stylemom
Honey Magazine Christina Brown @honeymagazine	StyleItOnline.com Sarah Conley @styleit	Huffington Felicia Sullivan @felsull	Eye4Style.com Dina Fierro @eye4style	Aly Walansky Aly Walansky @alywalansky
Honey Magazine Shanel Odum @honeymagazine	Glam.com Nola Weinstien @onglamfashion	The Beauty of Life Jamie Sanders @Beautychick101	Accessories Council Debbie Skagen @accessorynews	DivaMoms.com Elizabeth Anderson @divamoms
Ladies' Home Journal Gabrielle Porcaro @lhjmagazine	BagTrends.com Pamela Pekerman @pamelapekerman			

LIVE ONLINE INTERACTION



The Mother's Day live video & twitter feed hosted at www.robertverdi.blogspot.com was buzzing throughout the event! Thousands of people online twittered in to the #rvtips event feed with insight & questions for the chance to have Robert answer them on the livestream video. Plus the online viewers twittered to win Robert's great gift bag as items were revealed throughout the night. To make the event even more interactive for online viewers, anyone who tweeted their own Mother's Day insight using #rvtips before the event was entered the chance to have their tweet featured on the screen & announced by Robert during the livestream!

FEATURED TIPS FROM EXPERT & MEDIA GUESTS

During the event, Robert introduced expert guests & highlighted tips from select media guests. Robert invited experts like famed designer Rebecca Cole from Discovery Channel's hit series Surprise By Design made guest appearances shared their insight & answered questions from twitter over the livestream. Media guests participating remotely & in person also added their own favorite Mother's Day advice for Robert to feature & used the event to interact with their followers.



PRESENTATION & EDITORIALIZED CONTENT



Verdi gathered live guests in Luxe Lab's media room to livestream in front of the 103" plasma screen, the perfect backdrop with info, advice & images about Mother's Day. The slideshow guided guests & online viewers along with Robert's presentation, designed using iconic TV moms and featuring each of Robert's picks individually with a tip about each.

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

FEATURED TWEETS:



@seventeenmag: Tweet your mother's day questions with the hash tag #rvtips and stylist Robert Verdi will answer them!

71,006



@luckymagazine: Cute and charitable for mothers' day RT @RobertVerdi: #RVTIPS Marimekko and Avon's limited ed. crusade tote. <http://ht.ly/1GV6N>

31,185



@momfinds: My first @robertverdi tweet party was amazing! He is such a personality. And glad to have met @savvymommy and @apamelapekerman

15,945



@honeymagazine: We're LIVE tonight at @RobertVerdi's Lux Lounge getting #rvtips for awesome Mother's Day gifts!

14,580



@stylemom: crapbook/fancy photo books are personal/inexpensive Mother's Day gifts #RVtips via @RobertVerdi <-- And framed children's artwork too!!!

7,983



@Fashion_spot: Mother-daughter mani and pedi..the ladies behind @GingerandLiz suggest their Boss Lady shade #rvtips <http://tweetphoto.com/21094631>

7,389



@secondcitystyle: @RobertVerdi is starting! Mothers Day. Ask ? they will be answered live. #rvtips

7,104



@tdailyobsession: For the mom on the go: #rvtips recommends the clipa! Bangle that turns into a handbag hanger when ur at the bar with MOM!

6,256



@HollywoodLife: Glam up your mom with @skagendenmark jewelry! #rvtips

6,285



@fashionindie: #rvtips For the trendy mom: the @thebrelli umbrella. Fabulous, show stopping and biodegradable made from bamboo, cotton and clear plastic.

5,754

FOLLOWERS:



PRESS & PLACEMENTS INCLUDED:



For the cool mom, a stylish watch. Robert suggested a cute pink one from Anne Klein (www.anneklein.com)

"The Oldest, Dearest Friend: Over the years I've learned that the best gifts for friends who know you inside out, are the simplest. For my college buddy, I plan on sending her a Marimekko Tote* designed exclusively to support Avon's Crusade Against Breast Cancer. Affordable, vibrantly-hued, it is the perfect carry-on for her children's lunches, books and small toys."

"If you're still trying to figure out what to get your mom, don't panic— we sat down with celeb stylist Robert Verdi at his Mother's Day twitter party on May 3 where he offered up some great tips for virtually any and every mom!"

"Luckily... there are Mother's Day gift gurus like TV personality/style expert Robert Verdi. @RobertVerdi hosted a fabulous twitter party at his illustrious hot spot Luxe Laboratory in New York City where he shared sweet mom experiences with us (@MyEbonyMagazine) and answered Mother's Day questions asked by his twitter followers."



@IzziBag, chosen from millions as top 6 twitterer nominated for 2010 Shorty Award, the 'Oscars of Twitter', participated at Tweet This!



The Cosmo Report radio show featured Robert's tips & picks from his Mother's Day Tweet This! on air with Zoe Ruderman describing each of his gift picks and an on-air competition to win them all.



CBS Live TV Segment "Last Minute Mother's Day Gift Ideas" with Savvy Mommy Victoria Pericon featured Tweet This! last minute gift picks & tips she got at the event.

