

Robert Verdi's

CHIC  
WEEK



RETREAT

September 10 - 15, 2011

CHIC

week

# THE FASHION WEEK PROGRAM

Robert Verdi, television personality, celebrity stylist and arbiter of good taste, opened the doors of his Luxe Laboratory in September 2011 for Chic Week, the eighth season of his celebrated fashion week program. The program was kicked off with two exciting events. On September 7th Robert Verdi hosted one of his notorious twitter parties to announce this season's featured partners in an exciting presentation for high-touch online media guests in person and consumers participating online and over twitter. Then on September 8th, for the first time ever the exclusive Luxe Laboratory opened it's doors to consumers for a Pop-Up Shop Experience the day of Fashion's Night Out offering products, services, interactions and special sales.

The Fashion Week Retreat, the program's marquis 5-day exclusive retreat where editors, influencers and celebrities come to discover the key to surviving the season in high-style, opened during Fashion Week from September 10-15th. The event offered the fast track to fabulous for Fashion Week insiders with exclusive services, savvy lifestyle solutions, fresh style finds and more. Just blocks from the tents at Lincoln Center and steps from satellite shows at Milk Studios, the private retreat was the perfect pit stop where elite fashion insiders came in the retreat's Mercedes-Benz car service to relax, revitalize and refresh for a fabulous return to the front row.

KERSTIN  
FLORIAN



JEWELISTA  
FASHION DISCOVERIES, JEWELRY

REMINGTON  
How the world gets ready

Hanes  
Silk Reflections

MUSCLE  
MILK  
LIGHT

BAND-AID  
BY CYNTHIA ROWLEY



Sheets  
ENERGY STRIPS



1-DAY ACUVUE  
MOIST

THE  
freshdiet  
Fresh, Gourmet, Delivered Daily

SEBAGO®

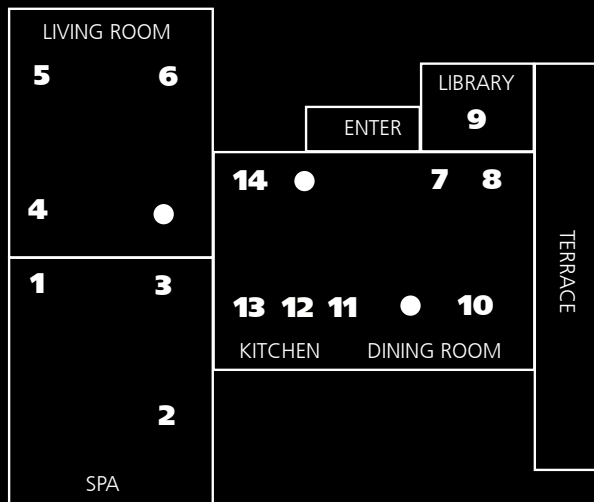
PERRIER JOUËT

INCOCO®



@RobertVerdi presents...

## THE FASHION WEEK RETREAT AT LUXE LABORATORY



TWEET YOUR FAVORITE FASHION WEEK  
FINDS USING #RVFW FROM THE EVENT!

Swing by in style with Mercedes-Benz car service. ● Check out chic fashion looks from *Plastics Make It Possible*®. **1)** Get make-up touch-ups from Maybelline New York runway make-up artist. **2)** Enjoy haute hair with dry styling by Remington. **3)** Receive revolutionary manicures from Incoco. **4)** Fix fashion faux pas with Band-Aid® Brand By Cynthia Rowley Fashion Emergency Station. **5)** Rescue your eyes with Kerstin Florian. **6)** Explore Jewelista.com for fine jewelry from over 15 global designers. **7)** Find your perfect fit at Robin's Jean Denim Bar. **8)** Express yourself with the exclusive Artisan collaboration shoe styles from Sebago. **9)** See fashion week clearly and share your 1-DAY dream. **10)** Build your leg wear wardrobe with brand new Hanes Silk Reflections hosiery essentials. **11)** Enjoy delicious lunch from The Fresh Diet. **12)** Toast the trends with Champagne Perrier-Jouët. **13)** Energize with Sheets Energy Strips. **14)** Muscle Milk Light Fashion Week Fueling Station. All from Luxe Laboratory.

# PUBLICATIONS



BRAVO, Today Show, NBC, CBS, The Early Show, CNN, FM news 101.9, VH1, Boston Herald, Huffington Post, Washington Post, Associated Press, AOL Stylelist, Alloy, Cosmopolitan, Ebony, Essence, E!, Esquire, Family Circle, Glamour, InTouch, InStyle, Life & Style, Lucky, Marie Claire, Martha Stewart, Nylon, New York Daily News, New York Social Diary, O, The Oprah Magazine, Paper Magazine, Parents Magazine, Redbook, Racked, Refinery29, Self Magazine, Seventeen, Star, Uptown, US Weekly, Vice, VIBE, VOGUE, The Washington Post, Wall Street Journal

# GUESTS

**Nigel Barker**  
*America's Next Top Model*

**Fabiola Beracasa**  
Socialite

**Dani Stahl**  
*Nylon Magazine Stylist*

**Teri Agins**  
*Wall Street Journal*

**Megan Martin**  
Actress

**June Ambrose**  
Celebrity Stylist

**Mensor Kamarake**  
*Stylist & Vibe Fashion Director*

**Isa Rahman**  
Model, Ralph Lauren

**Amar'e Stoudemire**  
New York Knicks

**Mia Moretti**  
Celebrity DJ

**Alexander Allen**  
Celebrity Fashion Stylist

**Elizabeth Mathis**  
*Actress, Unstoppable*

**J. Alexander**  
*America's Next Top Model*

**Veronica Webb**  
Actress

**Cristen Chin**  
Model

**Sarah Shirley**  
Style Expert

**Bobbie Thomas**  
*NBC The Today Show*

**Jennifer Cohen**  
*CW Host & Expert on Dr. Drew*

**Simon Van Kempen**  
*The Real Housewives of New York*

**Peter Davis**  
*Paper Magazine*

**Katrina Szish**  
*CBS The Early Show*

**Deb Watson**  
Fashion Stylist

**Zani Gugelmann**  
Jewelry Designer

**Tinsley Mortimer**  
Socialite

**Jill Zarin**  
*The Real Housewives of New York*

**Mickey Boardman**  
*Paper Magazine, Ed. Director*

**Sky Nellor**  
DJ & Socialite

**Alex McCord**  
*The Real Housewives of New York*

**Lucy Kaylin**  
*O Magazine Deputy Editor*

**Kelly Choi**  
*Host Top Chef Masters*

**Jene Luciani**  
TV Style Correspondent

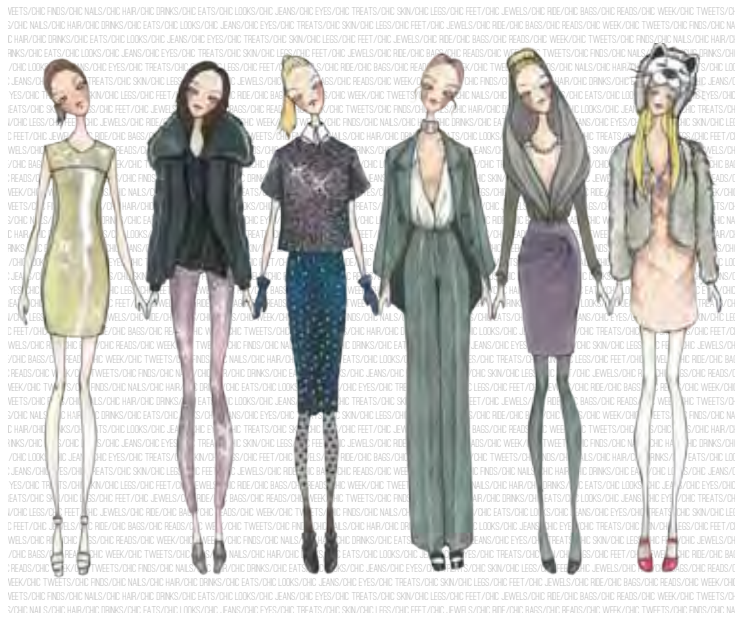
**Lola Ogunnaike**  
*CNN American Morning*

**Kaela Humphries**  
*Kim and Kourtney Take New York*

**Marky Ramone**  
Musician

**Lynn Yaeger**  
*Vogue Columnist*

# CHIC WEEK RETREAT



week

ROBERT VERDI INVITES YOU TO THE EIGHTH GLAMOROUS SEASON OF HIS CELEBRATED FASHION WEEK RETREAT, OFFERING QUICK FIXES TO REVITALIZE, REFRESH AND REJUVENATE FOR A FABULOUS RETURN TO THE FRONT ROW...

September 10 - September 15, 2011  
11:00 AM - 5:00 PM Daily

RSVP or call for pick up in our VIP Mercedes-Benz car service:  
FASHION@robertverdi.com or 646-442-6153 (Subject to availability)

Luxe Laboratory  
247 West 30th Street/Floor 12A

Brought to you by:



## VIP Hard Copy Invitations

Hard copy invitations to attend the retreat were hand delivered to a top-tier influential list of 500 media, celebrities & VIPs.



## Daily Emails

A Daily e-mail listing highlights and event services was sent out to guests each day during the retreat.

## E-vite & Save The Date

Electronic invitations to attend the retreat were sent to an influential list of 750 media, celebrities & VIPs. Each guest that attended the retreat received a link to photos from the event and info/images about each brand.

# TWITTER PARTY



**Livestream Online Participation**



**Media Evite & Consumer Mailer**



**Slideshow shown on 103" plasma screen during Robert's Live Presentation**

## Over 6,000 tweets with a reach over 20 million!

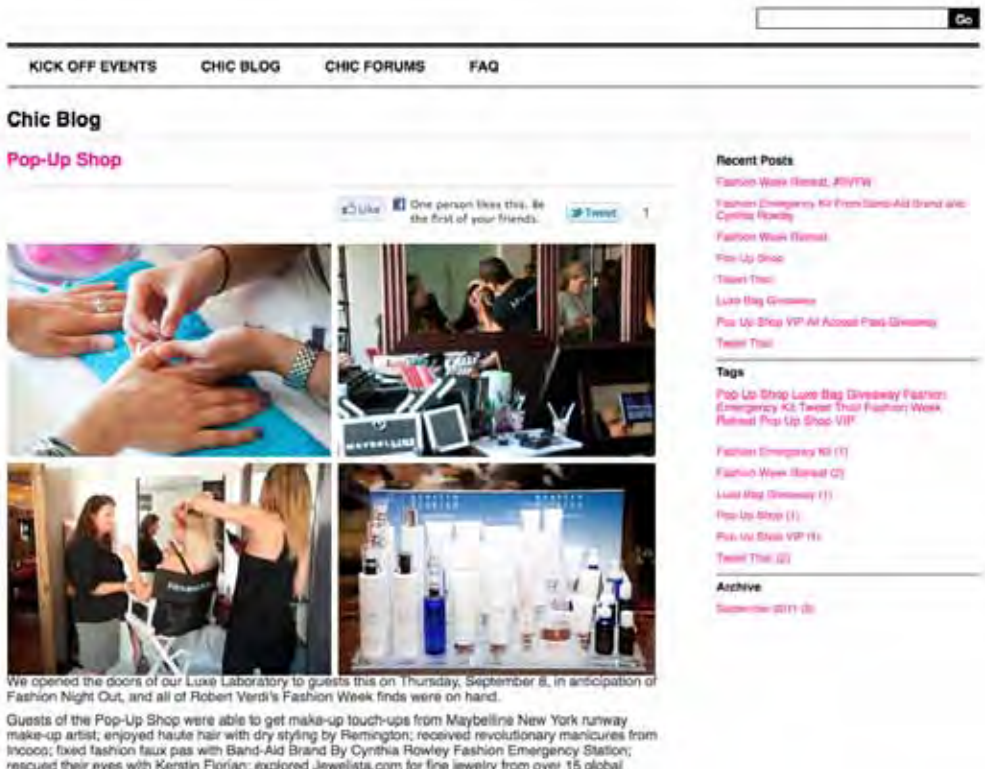
50 top digital media attended the twitter event in person to share Robert's presentation of the brand partners with their twitter followers in real time and online readers after the event. A mailer was sent to over 200 online media and posted for consumers with information about how to participate online. Robert lead 50 media in person and over 500 consumers online through info about each partner and consumers watched/participated online via twitter and livestream video at chicweek.robertverdi.com. Robert's exciting presentation featured a slideshow with info on the 103" plasma screen, celebrity experts from each brand, hand gifting for media guests by each brand. Online interaction & activity spread virally tweets from Robert about each brand, interactive features like Q&A for consumers participating online. The slideshow was sent to retreat attendees and remote media after the event for their coverage.

## First Ever Luxe Lab POP-UP!

The Luxe Laboratory opened its doors to showcase some of Fashion Week's hottest picks the Day of Fashion's Night Out. Over 100 guests received insider access to the exclusive Luxe Laboratory and an exciting collection of fashion, beauty, and lifestyle products and services. A mailer (pictured right) was sent to over 11,000 industry insiders, bloggers and high-end consumers and posted online to promote the event and direct people to the event website where they could sign up for one of a limited number of spaces to attend and get information about the featured brands. Consumers tweeted about the event to win one VIP Pass given away by @robertverdi over twitter for one lucky winner to attend in the Mercedes-Benz car service. Guests at the Pop Up Shop enjoyed unrivaled access to online shopping specials, spa and beauty services, lunch, event-exclusive for sale items and unrivaled access to fashion week's most fabulous products and services from partner brands.



## Mailer



## Website & Sign-up



## VIP Pass



# TWITTER PARTY

SELF

## @SELFMagazine

Fall isn't just about fashionable clothes! Rock straight, curly or wavy hair w/ the Remington Ultimate Sylist -4 looks 1 tool! @remredchair



## @SimonvanKempen

If It's #NYFW then it must be time to visit @RobertVerdi (@ Robert Verdi's Luxe Laboratory w/ 2 others) **62,186 followers**



## @MarieDeneé

#MMFuelsMe If you catch @MuscleMilk on the street during #NYFW **8,196 followers**



## @PurseBlog

Kind of totally obsessed with the red skinnies we're seeing from @robinsjeans right now. #RVFW **37,512 followers**



## @momfinds

I'm trusting you @kerstinflorian to help with these dark circles... #RVFW **62,866 followers**



## @Dolls123

Better than my cooking @RobertVerdi One week of healthy gourmet meals delivered fresh from @FreshDiet #RVFW **4,231 follower**



## @fashion\_spot

Ok now I'm excited...I think the next find is @Cynthia\_Rowley's bandaids! Love revamped otherwise boring basics. #RVFW **21,201 follower**



## @tdailyobsession

Very excited to try ultra luxe @KerstinFlorian correct-ing eye serum...I need it...#RVFW **7,880 followers**



## @JSGAnne

Kate Middleton will have us all wearing hose. @haneshoisery has stylish versions for less than that brand that starts with a W #RVFW **4,209 followers**



## @AudreyMcClellan

Oh.... Yeah! @sebago !! Love this Spring 12 collec-tion!! #RVFW **18,134 followers**



## @VeraSweeney

Eco-chic: @plasticpossible shows you how fashion-able it can be #RVFW **12,697 followers**



## @Beauty411

Robert asks what's the one thing every woman should have? @Maybelline answers "a great lip!" #RVFW **8,053 followers**

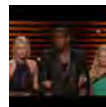
## 6,000+ TWEETS & A REACH OF 15 MILLION+

The week-long retreat kicked off with one of Verdi's renowned Twitter Parties where influencers & online editors gathered for Robert's presentation of his style picks, livestreamed online for consumers to participate. Verdi & guests tweeted the news to twitterers chiming in online, lighting the fire that already reached over 15 million people over the course of the week!



## @usweekly

#MBFW is over, but @RobertVerdi and Us are still recovering from these celeb style misses! See them here: <http://t.co/YEAgd6cQ> **488,638 followers**



## @Amareisreal

@TakeaSheet RT @HollywoodLife: Look who turned up at @RobertVerdi's..it's @amareisreal #rvfw [lockerz.com/s/136728993](http://lockerz.com/s/136728993) **351,423 followers**



## @JUNEAMBROSE

W.O.W!! gagged for the Swag! RT @RobertVerdi: Great to see @juneAmbrose today at #RVFW **287,250 followers**



## @SeventeenMag

Fashion Week tends to bring on the blisters :( but editors stay chic right down to their band-aids with @Cynthia\_Rowley designed ones! #RVFW **275,355 followers**



## @JillZarin

Just got @AllyZarin #acuvue contacts. They will send u honey! **202,123 followers**



## @EttejNahgaem

At Robert Verdi's Luxe Lab checking out fall's hot-test products. What is your favorite new product for fall? #1DAYatFW **182,409 followers**



## @McCordAlex

A pleasure & can't wait 2check out the site @jewelistas: @mccordalex & hubby @Simonvankempen at Luxe Lab today, couldn't have been lovelier.



## @E\_FashionPolice

Hanging at @robertverdi's Luxe Laboratory retreat! So many great Fashion Week finds. Loving the @muscle milk Cafe Latte **89,998 followers**



## @KellyChoi

On my way to #rvfw 's LuxeLounge-yay!! #nyfw **81,296 followers**



# TWITTER PARTY



JEESE ITZLER, AMAR'E STOUDEMIRE, VERDI



# TWITTER PARTY



JENNIFER COHEN



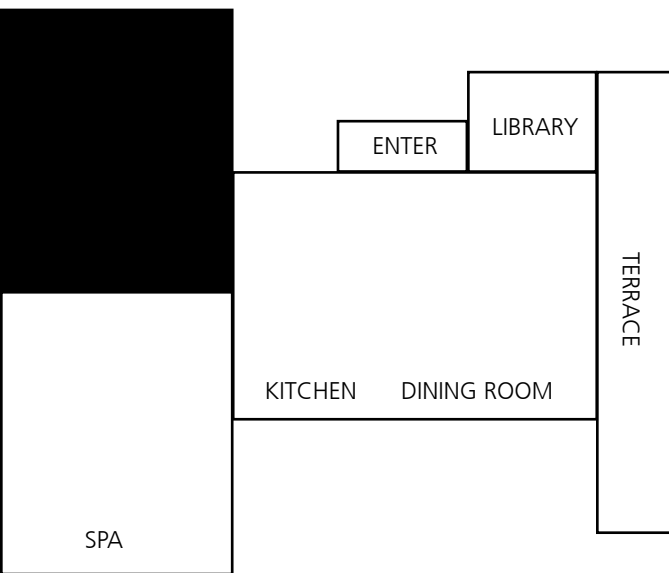
DEBORAH WATSON



# POP-UP SHOP

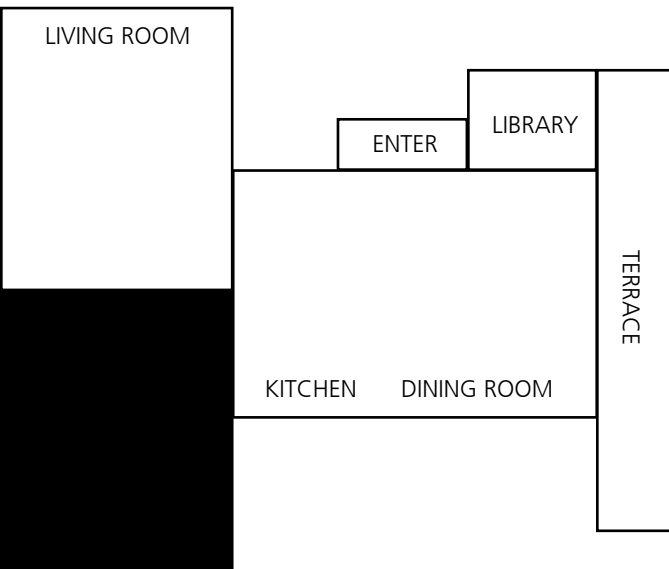


# SERVICES



## Living Room

Guests fixed all their Fashion Emergencies at the Band-Aid by Cynthia Rowley Fashion Emergency Station & received an event-exclusive Fashion Emergency Kit. Fashionistas became Jewelistas & tried on jewelry from the brand new Jewelista.com website. Insiders got instant eye brightening with Kerstin Florian's new Correcting Eye Rescue treatment.



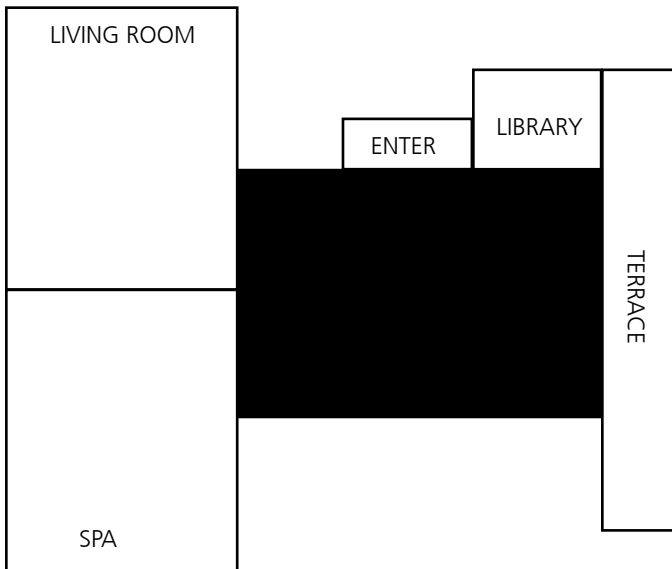
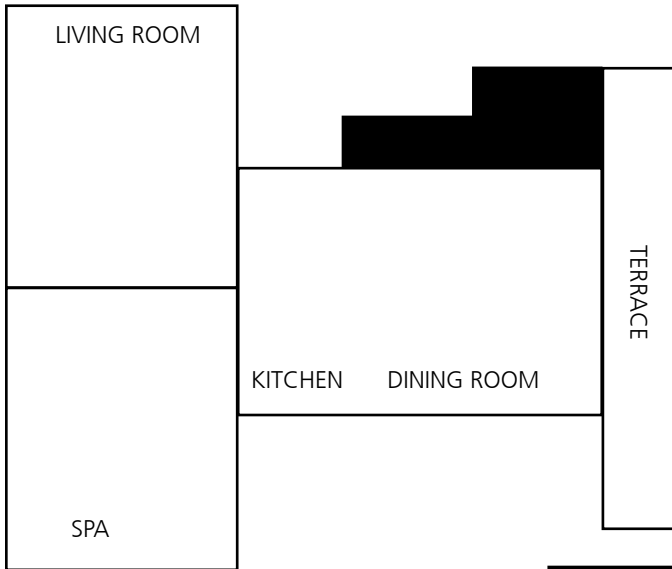
## Spa

Invitees stopped by the luxe Spa to get beauty looks for Fall including haute hair styling from Remington, make-up touchups from Maybelline New York's runway make-up artist, and to die for manicures on the go from Incoco.



## Entrance & Library

Participants arrived via Mercedes-Benz car service and got energized with Sheets Energy Strips just inside the space. Plastics Make it Possible showed 3 looks revealing Fashion innovations made possible by Plastics and offered BUILT tote bags. Acuvue invited guests to share their 1 Day Dream in the library, plus get Tiffany's journals and certificates for Acuvue 1-Day Moist Contact Lenses.



## Kitchen & Dining Room

In the kitchen, guests were enticed to toast the trends with Champagne Perrier Jouët, refuel with Muscle Milk Light and enjoy delicious lunch & cooking demos from The Fresh Diet. Invitees also loved receiving the latest Fashion must-haves around the sitting area at Robin's Jean Denim bar, Sebago's shoe closet and Hanes Silk Reflections Hosiery Boudoir.



# RETREAT



MICKEY BOARDMAN



BOBBIE THOMAS



DEBORAH WATSON



NIGEL BARKER & CRISTEN CHIN



J. ALEXANDER



FABIOLA BERACASA



THE RAMONES' MARKY RAMONE & GUEST

# RETREAT



KELLY CHOI



MEGAN MARTIN



ZANI GUGELMANN



VERDI, JUNE AMBROSE, JACK MACKENROTH



JILL ZARIN



ALEX MCCORD



TINSLEY MORTIMER



SKY NELLOR

# MEDIA INCLUDES



Seventeen Magazine



Us Weekly



Paper Magazine



Us Weekly



The Today Show



# MEDIA CONT'D



Second City Style



Kristin Szish



Ram Shackles Glam



Fashion Indie



Focus On Style



So Well Dressed



Fashion Pulse Daily



Kitten Lounge



Glam.com



Fashion.Style.Beauty



Martha Stewart Radio



The Fashion Spot

# MEDIA CONT'D



260 Days, No Repeats



Baby Razzi



Diva Gals Daily



Chic Week



Glamamom



My Life On (And Off) The Guest List



Smarter | Fashion and Beauty Blog



BeautyStat.com



Style Me Prissy



The Fabulous Report



Lady And The Blog



Johnson & Johnson



Everything She Wants



The Fresh Diet



Bobbie Thomas



Second City Style



Ram Shackle Glam