



luxelaboratory

# SURVIVAL OF THE CRUELIEST

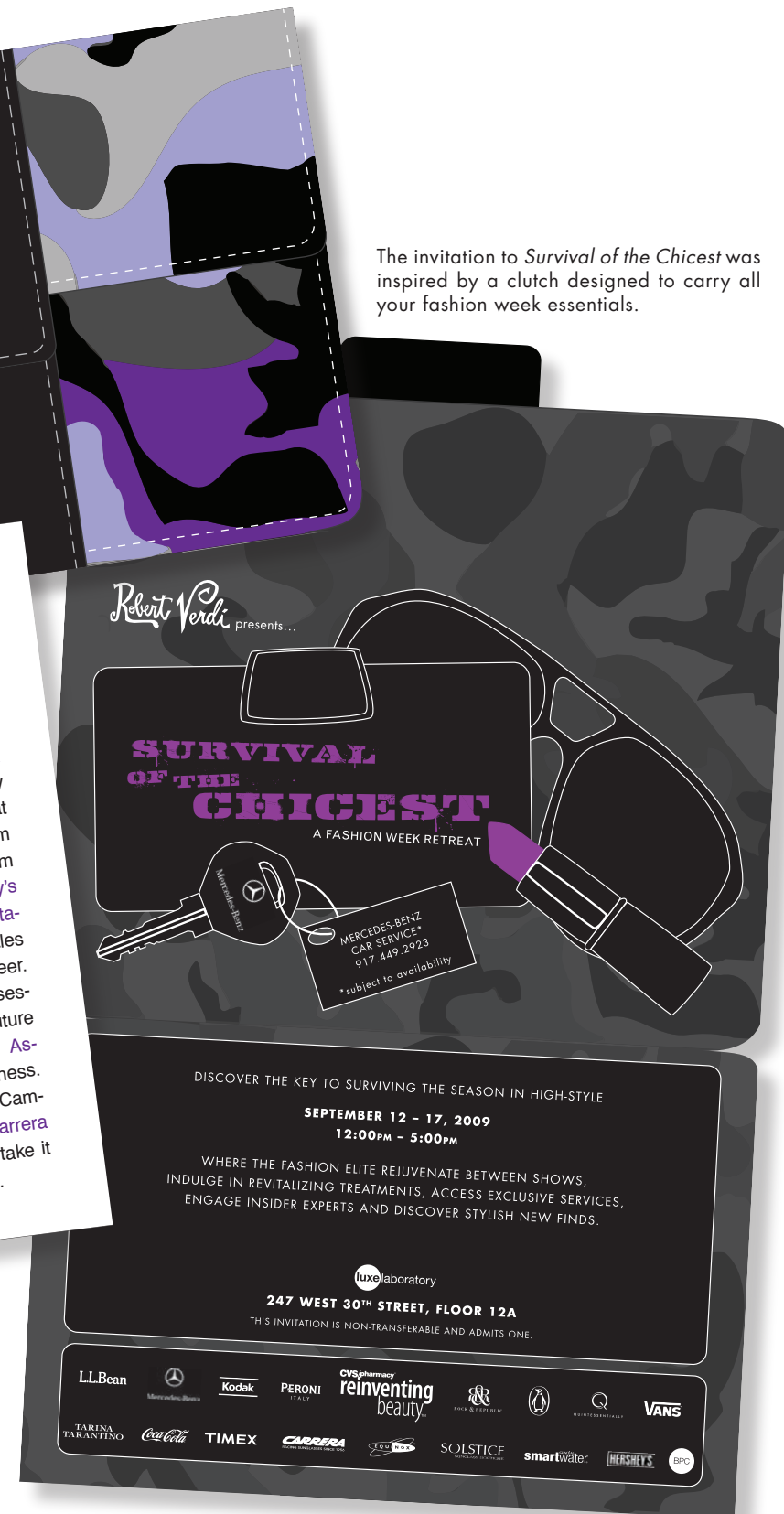
A FASHION WEEK RETREAT  
SEPTEMBER 12 - 17, 2009

## SURVIVAL OF THE CHICEST: THE FAST-TRACK TO FASHION WEEK CHIC

Robert Verdi's Luxe Laboratory hosted *Survival of the Chicest*, an exclusive fashion week retreat for editors, influencers and celebrities to escape the frenzy of fashion week in favor of exclusive services, on-site treatments, and stylish solutions for the new recessionista chic lifestyle. Just blocks from the tents at Bryant Park and steps from this season's new shows at Milk Studios, the private retreat provided the perfect pit-stop for elite fashion insiders to relax, revitalize and refresh for a fabulous return to the front row.

The invitation to *Survival of the Chicest* was inspired by a clutch designed to carry all your fashion week essentials.

Swing by in style with our Mercedes-Benz VIP car service. Indulge yourself at the CVS/pharmacy Beauty Lounge offering professional stylists doing blow-outs by Cristophe, mini-makeovers by CoverGirl, manicures by Sally Hansen, fragrance bar, skin solutions and all the essentials to personalize your own beauty boudoir. Access insider reservations with our exclusive Quintessentially Concierge Service. Slip into a sexy new pair of Rock & Republic jeans. Trade-up your trinkets with new jewelry from TARINA TARANTINO. Fashion your own footwear at Vans custom shoe vault. Catch reinvented classics from Timex. Balance health and hedonism with lunch from Blue Print Cleanse. Bag up sweet booty at Hershey's candy bar. Refresh & replenish with smartwater and vitaminwater. Sip in style with exclusive aluminum bottles from Coca-Cola. Chill out with an ice cold Peroni beer. Discover your full potential with creativity-enhancing sessions from Dutton/Penguin Group. Reveal your future and fix your Karma with psychic readings from Astrotrabble. Get fit for fashion week with Equinox Fitness. Capture the action and print your pics with KODAK Cameras and Photo Kiosk. Sneak a peak at all-new Carrera shades from Solstice Sunglass Boutique. Finally take it all back to the tents in a stylish tote from L.L. Bean.



## GUESTS INCLUDED...

### CELEBRITIES

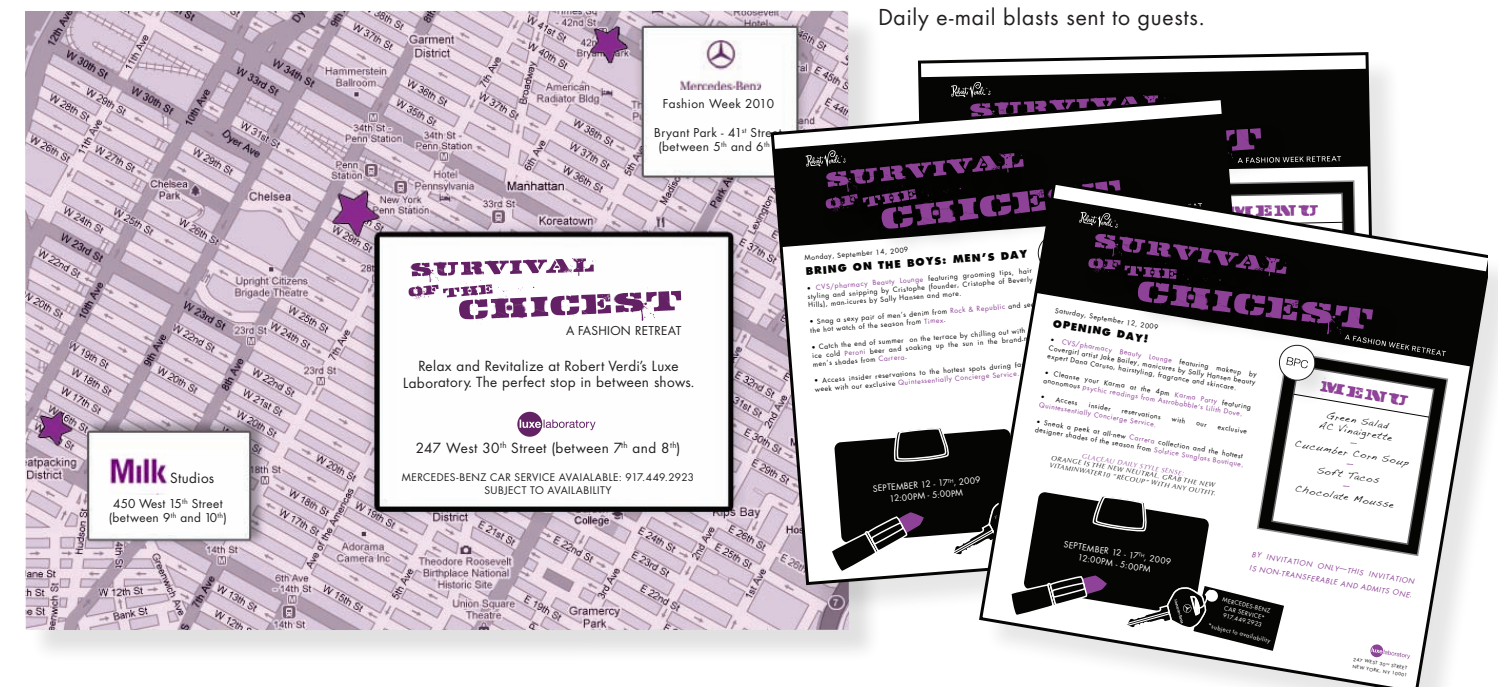
- Kathy Griffin  
Actress & Comedian
- Kristen Wiig  
Actress & Comedian
- Lisa Rinna  
Actress
- Sara Paxton  
*The Beautiful Life*, Actress
- Nico Tortorella  
*The Beautiful Life*, Actor
- Jordan Woolley  
*The Beautiful Life*, Actor
- Leigh Lezark  
*Missshaps*, DJ & Socialite
- Holly Montag  
*The Hills*
- Stephanie Pratt  
*The Hills*
- Kelly Bensimon  
*The Real Housewives of New York*
- Bethenny Frankel  
*The Real Housewives of New York*
- Alex McCord  
*The Real Housewives of New York*
- Finola Hughes  
Actress
- Fabiola Beracasa  
Socialite

### FASHION INSIDERS

- Tyson Beckford  
Model & TV Personality
- Ted Allen  
Food Network Host
- J. Alexander  
*America's Next Top Model*
- Nigel Barker  
*America's Next Top Model*
- Mary Alice Stephenson  
*America's Most Smartest Model*, Host
- Stefan Campbell  
Celebrity Stylist
- Keith Lissner  
*BRAVO'S The Fashion Show*
- Mensor Kamarake  
*VIBE*, Fashion Director & Stylist
- Julia Allison  
*NonSociety*
- Mary Ramin  
*NonSociety*, TMI
- Deb Watson  
Stylist
- Bethann Hardison  
Fashion Agent & Insider
- Ari Goldberger  
Stylist, CEO
- Lauren Ezersky  
Fashion Expert

### EDITORS

- Joanna Coles  
*Marie Claire*, Editor-in-Chief
- Lucy Kaylin  
*Marie Claire*, Executive Editor
- Suze Yalof Schwartz  
*Glamour*, Exec. Fashion Director
- Mickey Boardman  
*Paper*, Columnist "Word Up"
- Lynn Yaeger  
*Village Voice*, Fashion Reporter
- Kika Rocha  
*People En Espanol*, Fashion & Beauty Dir.
- Holly Carter  
*People Style Watch*, Beauty Dir.
- Anne Bratskeir  
*Newsday*, Editor
- Dana Mendelowitz  
*Life & Style Weekly*, Fashion Editor
- Tara Kraft  
*STAR*, Beauty & Fashion Dir.
- Alison Maxwell  
*USA TODAY*, Life Editor
- Anne Vincent  
*Vogue*, Fashion Merch. Dir.
- Irenka Jakubiak  
*Accessories*, Editor-in-Chief
- Leslie Sanchez  
*CNN*, Reporter
- Jill Radsken  
*Boston Herald*, Reporter
- Christopher Muther  
*Boston Globe*, Style Writer
- Lynn Helmsteadt  
*El*, Producer
- Harriette Cole  
*Ebony*, Creative Director
- Maura Lynch  
*ELLE*, Beauty & Fitness Editor
- Kelly Will  
*Fox 411*, Fashion Reporter
- James Navarrete  
*IMG*, Fashion & Beauty Dir.
- Erika Wadler  
*Instyle*, Exec. Fashion Dir.
- Jenn Falik  
*LX New York*, Influencer
- Sally Lynch  
*Lucky*, Special Sections Editor
- Kristin Larson  
*MSN*, Columnist "Simply Chic"
- Rachel Raczkla  
*NBC*, Producer
- Lilliana Vazquez  
*NBC 10*, Fashion & Style Expert
- Lisa Marsh  
*NY Post*, *WWD*, Fashion Reporter



Daily e-mail blasts sent to guests.





HOLLY MONTAG & STEPHANIE PRATT



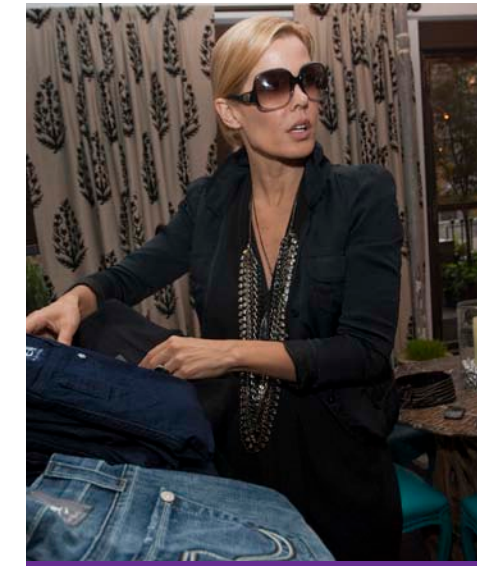
TED ALLEN



BETHENNY FRANKEL



FASHION WEEK SURVIVAL KIT



MARY ALICE STEPHENSON



KATHY GRIFFIN & KRISTEN WIIG



NICO TORTORELLA & SARA PAXTON



LEIGH LEZARK



LISA RINNA



JOANNA COLES & LUCY KAYLIN



MICKEY BOARDMAN AT VANS CUSTOM SHOE STATION



TYSON BECKFORD & BETHANN HARDISON



STEPHANIE PRATT ARRIVES IN THE MERCEDES E-CLASS





FABIOLA BERACASA



THE BEAUTIFUL LIFE CAST SARA PAXTON, NICO TORTORELLA & JORDAN WOOLLEY



MEMSOR KAMARAKE & ROBERT VERDI



BETHENNY FRANKEL SHOOTING THE REAL HOUSEWIVES OF NEW YORK



KELLY BENSIMON



GREG LITTLE AT KODAK KIOSK



STEPHANIE PRATT



J. ALEXANDER



ALEX MCCORD



NIGEL BARKER



CELEBRITY MAKE-UP ARTIST JAKE BAILEY & FINOLA HUGHES



CELEBRITY HAIR STYLIST CRISTOPHE



## PRESS COVERAGE INCLUDES...

[WWW.FASHIONSTYLEBEAUTY.COM](http://WWW.FASHIONSTYLEBEAUTY.COM)

by Kristin Booker

There are many invitations one desires when waiting to see what you'll be attending during Fashion Week but there's one little invite that makes all of us secretly happier than almost any other: an exclusive invite to attend Robert Verdi's Luxe Lab Retreat during Fashion Week. The brainchild of the celebrity stylist/media personality/cultural maven, this gorgeous oasis in Chelsea plays host to many tastemaker celebrations throughout the year, but during Fashion Week it opens its doors to a select number of individuals where you can sit, relax, eat and attend some exclusive sneak preview parties and events. The invite is sort of your golden ticket to a little fashion-savvy candy factory, luxuriously decorated and managed to the nth detail by Robert and his very capable, friendly staff. When I got mine, I have to admit: I did a little happy dance.

This year the program was entitled "Survival of the Chicest" and it lived up to its moniker because the location of Luxe Lab sat squarely between the Bryant Park tents of Mercedes-Benz Fashion Week and the Meatpacking District-located Milk Studios where MAC & Milk was held. For five solid days, we were treated to nutritious meals by Blueprint Cleanse, cocktails by multiple sponsors (you'll see Bethenny Frankel's Skinnygirl Margaritas featured on the new season of *The Real Housewives of New York City*—they shot an episode at the Lab while we were there), karma readings, a preview of the Tarina Tarantino spring collection and luxurious hair and makeup in the CVS Reinventing Beauty suite located in his to-die-for bath and vanity area. Robert is the consummate host and as proof-positive of the well-curated guest list, celebrities of all kinds popped in and out without anyone batting an eyelash. Yes, it's New York but when you get to eat lunch with most of the cast of *America's Next Top Model*, you have to just smile to yourself: only Robert Verdi could pull this off.

There are many sad things about Fashion Week coming to a close, but one of the most bittersweet is that our time at the Luxe Lab had to end. Bedraggled and harried when we entered, every one of us left Luxe Lab well-fed, more calm, gorgeous and ready to hit the shows again. That's the magic of Robert Verdi and his lovely Luxe Lab: making the world a little more fabulous, one fashionista at a time. We love you, Robert, and thank you. See you next season!

**BOSTON HERALD**

by Jill Radsken / Runway Report

Fashion is a funny business.

So it was natural for celebrity stylist Robert Verdi to work his magic during Fashion Week chaos with two of television's most popular comediennees.

Kathy Griffin ("My Life on the D-List") and Kristen Wiig ("Saturday Night Live") dropped by Verdi's midtown studio Tuesday for advice on what to wear for upcoming appearances. Wiig was there to try on two gowns for Sunday night's Emmy awards gala—Verdi hoped to persuade her to wear a fashion-forward option—while Griffin, overflowing garment bag in hand, proudly announced she would wear an

Oscar de la Renta dress for her appearance on tonight's "Divas Live."

But first she needed last-minute assistance for an appearance on CNN. Verdi dismissed a brown Nanette Lepore jacket as "too wintery," but loved a black Carolina Herrera jacket with white stitching.

"I was afraid you wouldn't like it with this," said Griffin, pointing to her sleeveless silver top underneath.

"I don't like it with this," Verdi said.

"OK, I'll put on a tank," Griffin responded.

After convincing Griffin that she wasn't too old for skinny jeans, Verdi assessed the shoes.

"We only have YSLs," said Griffin.

"Golden!" he replied.

### THE JET SET GIRLS!

Tarina Tarantino Spring 2010

Whenever we get invited to Robert Verdi's Luxe Labs we go! Most recently, we went for a sneak peek of the Tarina Tarantino Spring 2010 Line.

### FASHION WEEK'S WELL UNDER WAY WEEKEND? WHAT WEEKEND?

by Rachel Raczka

DRUG-STORE DELIGHTS... We were invited to Robert Verdi's Survival of the Chicest, a getaway between the Tents and Milk Studios for fashion mavens and McMullan darlings to blog and tweet, snack on salads, and indulge in the latest beauty trends. CVS is amping up their luxe status by sponsoring the Reinventing Beauty Lounge this season; showing off their drug store goodies that rival—not only in price point, but also in quality—their department store competitors. We were pampered and powdered by CoverGirl via Jake Bailey and painted over by Sally Hansen, with the chameleon color they created especially for Tracy Reese's SS'10 Collection. Our full tip sheet from the Luxe Lab and Beauty Lounge, soon to come.

**DEBBI O'SHEA**

Beauty Blogger

The last stop of the day, was a visit to reknowned fashion stylist Robert Verdi's Luxe Laboratory for a "Fashion Week Retreat". There, in collaboration with the CVS/Reinventing Beauty team, they created a sleek and chic beauty lounge. Fellow Beauty Bloggers had a chance to relax, enjoy a light lunch, Tweet and preview CVS's latest offerings from Essence of Beauty Fragrances, Garnier, Dr. Jeffrey Dover, Mission Skincare and many others.

The cherry on my day, was spending a delightful 20 minutes chatting, with "the" Cristophe of Beverly Hills, while he suggested products for my hair type and luxuriously, freshened my blow out. I can't wait to try them and report back.

Last up, was a makeup touch up session with celebrity artist Jake Bailey, who was in town to do Katie Perry's makeup at the VMA Awards. Jake used Cover Girl products exclusively and succeeded, (where I had failed on my own), to

find Simply Ageless foundation and blush shades, that matched my complexion perfectly. Jake told me the secret is to go, "darker than you would imagine, using a lighter hand and always applied with a brush". I finally understand the definition of "flawless finish". Divine.

Back to the real world, at home, with an evening Board Meeting breaking up at 9:30. I overheard two of my friends and fellow Board members commenting on how fresh I looked after a long day...and they should only know!!!

Here's wishing you a little pixie dust too...

## TOP TEN

TERI COSENZI, [WWW.BEAUTIFULMAKEUPSEARCH.COM](http://WWW.BEAUTIFULMAKEUPSEARCH.COM)

BeautyBlogger #cvsnfyw beauty lounge w/ Robert Verdi, Miss J, Kathy Griffin, Kristen Wiig, Holly Montag, Stephanie Pratt & more <http://tinyurl.com/otyxyo>

LIANNE FARBES, [WWW.LIANNEFARBES.COM/ABOUT](http://WWW.LIANNEFARBES.COM/ABOUT)

LianneFarbes Amazing decor at the Luxe Lab!! A nice retreat smack in the middle of the city...#nyfw #cvsnfyw #luxelab <http://yfrog.com/3ogvcqj>

BEAUTY IN THE BAG, [WWW.BEAUTYINTHEBAG.COM](http://WWW.BEAUTYINTHEBAG.COM)

BeautyITBag Fun to visit CVS/pharmacy Beauty Lounge at Robert Verdi's Luxe Lab yesterday! Excited try goodies in my fashion week survival kit #cvsnfyw

BIG CITY BEAUTY, [WWW.BIGCITYBEAUTY.COM](http://WWW.BIGCITYBEAUTY.COM)

bigcitybeauty LOVE BluePrint Cleanse! RT @MakeupBag: Drinking a Pineapple Apple Mint drink from BluePrint Cleanse at the CVS Beauty Lounge #cvsnfyw YUMMY!

LIANNE FARBES, [WWW.LIANNEFARBES.COM/ABOUT](http://WWW.LIANNEFARBES.COM/ABOUT)

LianneFarbes <http://twitpic.com/i2fwl> - Bethenny Frankel and the real housewives of NYC filming at my #luxelab ^RV (via @RobertVerdi)

LESLIE SANCHEZ, CNN

LeslieSanchez @RobertVerdi thanks for your insights & great hospitality!! <http://bit.ly/42IP8G> (PS. Please tell @bethenny hi)

NICHELLE GAINER, [WWW.55SECRETSTREET.COM](http://WWW.55SECRETSTREET.COM)

55SecretStreet Had a great time at @RobertVerdi. Witnessed a hilarious stand-off btwn @OfficialKathyG & Miss Jay #nyfw #fb

PATRICE YURSIK, [WWW.AFROBELLA.COM](http://WWW.AFROBELLA.COM)

afrobellla The lounge by #cvsnfyw is beyond beautiful. Thanks to @robertverdi for the space

GREG LITTLE, [WWW.THEDROPLAB.COM](http://WWW.THEDROPLAB.COM)

littleylittley The #LUXELAB is filled with VIP Gifts + tru VIP's, fashinsiders + Editors, Bloggers + NY style icons... [www.luxelaboratory.com](http://www.luxelaboratory.com) @robertverdi

KELLY WILL, [WWW.BLONDERULES.COM](http://WWW.BLONDERULES.COM)

Wearing my new giant sized pink Timex. May wear it to the tents... Love the #luxelab and @robertverdi's fashion week event every year.