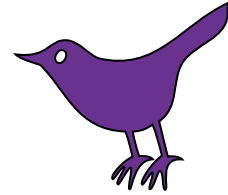


luxelaboratory

Tweet

This!



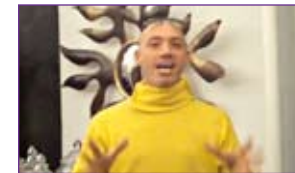
ROBERT VERDI HOSTS A TWITTER PARTY
NOVEMBER 11, 2009

TWEET THIS!

A lucky group of influential twitterers gathered at Luxe Lab to get Robert Verdi's insider style tips & retweet his #rvtips for their followers to disseminate online, plus an alert went out to over 700 online media to spur the online community to follow remotely. The event already has a reach of over 200,000 people with tweeters alone and people are still tweeting and posting style stories, gift guides & more from the event. The guests at the event loved getting Robert's great gifts throughout the night, each presented in individual unveilings while Robert gave advice about how to use them for fabulous fashion, entertaining & home design. An added celebrity bonus: J Alexander made a surprise appearance at the event to sign his brand new book!



VIDEO COVERAGE VIEW EVENT VIDEOS AT WWW.YOUTUBE.COM/ROBERTVERDI



SNEAK PEEK PROMO VIDEO


People began twittering about the event before it even began including links to Robert's youtube video telling the online community to tune into their twitter accounts to get his style tips during the event.





EVENT FOOTAGE


In addition to all the tweets & twitpics from the Tweet This! event, live videos from the event were posted during the evening on youtube.com for everyone to share the excitement of the evening.


THOUSANDS OF LIVE TWEETS! FOLLOWERS


 **@CosmoOnline:** oooh just got a pair of Sculptz from @robertverdi. He says all his clients use them, incl eva longoria *November 11, 2009 at 07:02 PM* **22,486**


 **@logochannel:** did you catch @robertverdi style tips Wednesday night? #rvtips FAB advice!!! & him -morgan *November 13, 2009 at 12:34 PM* **9,164**


 **@SecondCityStyle:** Trends for winter - velvet - fabulous mens blazer, asymmetry (tie scarves unevenly) RT @RobertVerdi: #rvtips *November 11, 2009 at 07:34 PM* **5,065**

 **@SELFmagazine:** ECCO's Cannello Domani pinot noir - our new fave wine of choice. Thanks @robertverdi for a great time! *November 11, 2009 at 08:06 PM* **13,579**

 **@littleylittley:** RT: @misswill Ooh la la We are actually getting #tupperware at this @RobertVerdi party. Now that warms my homemaking heart! #rvtips. *November 11, 2009 at 08:12 PM* **1,245**

 **@robertverdi** is crazy for old school Noxema face wash--what is your go-to product? <http://bit.ly/1qipU3> *November 13, 2009 at 07:42 PM* **21,666**

 **@eye4style:** "Pain starts from the ground up." -how well does @RobertVerdi know women? He's giving some love to Foot Petals. #rvtips *at 06:59 PM* **2,836**

 **@StyleIT:** RT @RobertVerdi: #rvtips My fave stocking stuffer this season is Beauticontrol's Instant Face Lift Treatment! *November 11, 2009 at 07:44 PM* **4,256**

COSMOPOLITAN

HOME : SEX & LOVE : HAIR & BEAUTY **CELEBS & STYLE**

Best. Style Tips. Ever.

November 12, 2009 at 2:30PM By [Zoë Ruderman](#) | 1 comment

We're not sure what we love most about Rober Verdi...his brilliant style sense (the guy's client list includes former Cosmo covergirl Eva Longoria Parker, Hugh Jackman, Kristin Wiig, and Ana Ortiz). his brilliant budget decorating ideas, or the fact that he tweets things like this: "I'm in vegas hoping to lose my virginity and keep my money!"

Obviously we're kinda obsessed with Robert. And it turns out the feeling is mutual. Robert is a huge Cosmo fan! Which is how we snagged an invite to his Manhattan studio, Luxe Laboratory, where he shared his top style tips for this fall. Here's what he told us:

1. Add a chunky statement necklace to your work outfits. The pop of color and fabulousness will make your M-F wear less blah.
2. Four Words. Over. The. Knee. Boots. (Five more words: Not just for hookers anymore.)
3. Don't be afraid to wear your warm weather shoes when the temperature drops. Pair open toed platforms with patterned tights for a unique and chic look.
4. Mix feminine with masculine: a frilly blouse under a bomber, a big-shouldered jacket and skinny jeans, or a lace top paired with a boyfriend blazer.
5. Spruce up an old coat from your closet—or a thrift shop—by adding new buttons and an oversized belt.

Which is your favorite of these five style tips? Will you rock any of them this season? Let us know below and be sure to share your favorite fall fashion advice too!





Host Robert Verdi



Kelly Will, Jay Alexander and Gregg Littley



Robert Verdi with Twitterers

GUESTS INCLUDED

J. Alexander
TV Personality, ANTM

Adrien Field
Vibe, MyItThings.com

Becky Ellis
secondcitystyle.com

Brad Ford
Interior Designer

Dina Fierro
Eye4Style.com

Elaine Welteroth
Ebony.com

Felicia Walker Benson
themakeupgirl.net

Greg Littley
thedroplab.com

Jaqueline Risser
Self.com

Jenn Falik
jennfalik.com

John David Robbins
runningwithheels

Katherine Bellando
Self.com

Kelly Will
blonderules.com

Kristin Booker
Fashion.Style.Beauty

Nichelle Gainor
anovelistamedia.com

Robert Verdi
robertverdi.com

Sarah Conley
StyleItOnline.com

Zoë Ruderman
Cosmopolitan.com

Alexis Wolfer
TheBeautyBean.com

