



Ariana Rockefeller

Presented by Harrison & Shriftman
August 15, 2012

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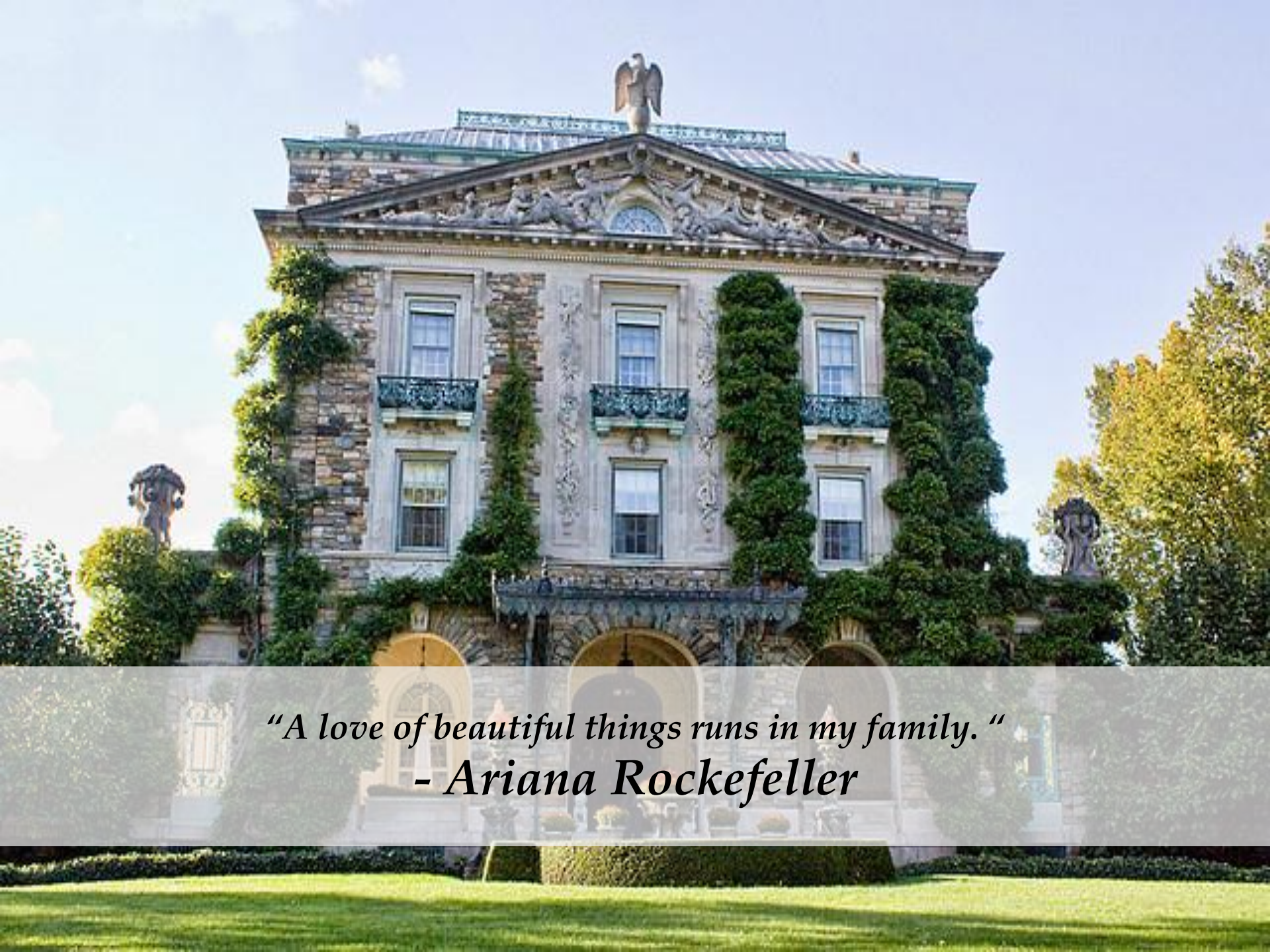
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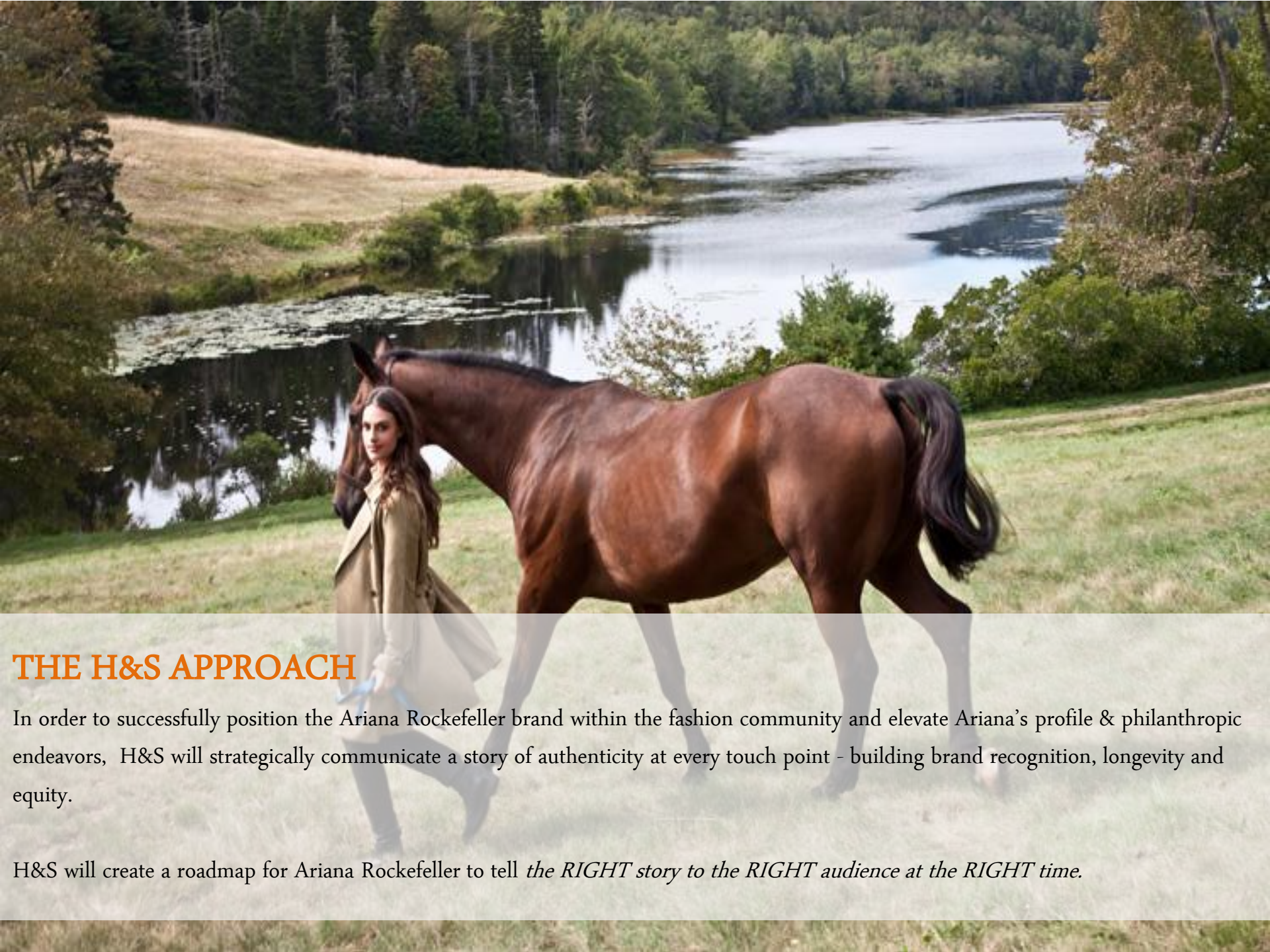
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*“A love of beautiful things runs in my family.”
- Ariana Rockefeller*



THE H&S APPROACH

In order to successfully position the Ariana Rockefeller brand within the fashion community and elevate Ariana's profile & philanthropic endeavors, H&S will strategically communicate a story of authenticity at every touch point - building brand recognition, longevity and equity.

H&S will create a roadmap for Ariana Rockefeller to tell *the RIGHT story to the RIGHT audience at the RIGHT time.*

Strategic Game Plan

Building The Ariana Rockefeller Name:

Transform Ariana Rockefeller into a notable fashion, design philanthropic and lifestyle expert

There Is Authenticity In Heritage:

Leverage Rockefeller history to drive credibility

They'll Believe It When They Experience It:

Develop influencer seeding and experiential platforms that position the brand as approachable luxury

The Right Place At The Right Time:

Develop partnerships that build the brand's credibility across various platforms, industry and social networks



Roadmap

PHASE I ----> Q4: 2012 ---> Planning & Brand Building

- *Overall brand consultation & development*
- *Facilitate industry & media introductions including retail & design partners*
- *Craft messages & press materials*
- *Create social calendar*
- *Refine branding & collection*
- *Social media approach & planning*

PHASE II ----> Q1: 2013 ---> Gain the momentum

- *Curate fashion presentation (February 2013)*
- *Dressing celebrities & influencers*
- *Media outreach*
- *Social media strategy to be implemented*
- *Roll out the brand story*

PHASE III ----> Keep the momentum

- *Continue to expand the brand program*

Brand Consultation

H&S will work closely with Ariana Rockefeller to consult on all aspects of the brand. This initial planning stage will play a key role further defining the brand roadmap. Our scope of services are outlined below. In addition to these services, H&S has extensive professional relationships with Interactive, Design, Advertising and Brand Identity agencies

- Competitive research and analysis
- Positioning assessment and refinement
- Brand revitalization/re-launch strategies
- Primary market research
- Retail consultation
- Media planning



ARIANA ROCKEFELLER





Who is *Ariana Rockefeller*?

Build a visibility campaign that establishes Ariana as an authentic fashion & lifestyle brand & personality



WHERE IS ARIANA SEEN?

In all the right places.

NYFW FRONT ROW



STORE OPENINGS



AWARD AFTER PARTIES



CHAIRTY GALA'S



Living Legacy

H&S will work with Ariana Rockefeller to continue the family legacy of charitable work, by developing existing relationships or recommending new alliances, in order to create trend focused items designed by Ariana Rockefeller that benefit a charity.

Drawing upon what inspires Ariana - her grandmother Abby Aldrich Rockefeller, a co-founder of the Museum of Modern Art and a woman of impeccable style – H&S recommends creating a not-for-profit philanthropic endeavor that truly has an impact and is closely related to Ariana’s roots in art, culture, style and American prosperity. This platform will elevate Ariana’s profile as a modern day philanthropist, be the anchor for her brand message and create an authentic, true and media-able story.

Examples – Lauren Bush & FEED Bags / TOMS Shoes & Eyewear





PR Strategy

Generate maximum impact, build credibility and maintain consistent media presence



Dinner Series

In order to reignite buzz and interest among editors and influencers, H&S suggests hosting a dinner series with 15-20 key editors and influencers for collection previews and relationship building. Suggested invitees include Joe Zee of Elle, Nina Garcia of Marie Claire, Stellene Volandes of Town & Country, models Chanel Iman, Jessica Stam and more. Dinners would be hosted before Fashion Week - February 2013, at Rockefeller estates or homes, giving editors a glimpse into the family history, heritage and at acclaimed art collections, further reinforcing the inspiration for the brand. International dinners are also recommended.

Trunk Show Series

Trunk shows are a great way to build and create buzz with consumers and regional media. Building off of the brand lifestyle H&S suggests hosting curated trunk show events in regional markets such as Palm Springs, Miami, Aspen, Malibu and the South of France for international appeal.

We will work with Ariana to identify key media and tastemakers in these markets that make sense and will align with the brand.

To further bring this concept to life, a Livestreamed trunk show could take place via the Ariana Rockefeller Facebook in order to drive traffic and engage even more consumers; via a shopping application, users will be able to directly purchase items presented



Building an image

H&S will position Ariana Rockefeller as a style expert, fashion influencer and design enthusiast to further demonstrate her refined esthetic and artistic legacy. This positioning will create buzz and interest in Ariana to be placed within the media in various capacities including designer profiles, best dressed pages, party pages, as a style and design expert commenting on trends in fashion, art and home, etc.



RENAISSANCE WOMAN

Ariana Rockefeller brings heritage and philanthropy to fashion

Ariana Rockefeller; S/S 13 collection

and Marjorie Duffield. "I learned about what was possible with fabric, how to pair textures on fabric, knitting, and crocheting," Gordon says. She brings this creative craftsmanship to her own hand-detailed collection of inspirations: mostly greens in specialty materials like a rocky white woven crepe. The designer infused her structural aesthetic by borrowing classical composition—was born. A year ago, the designer suddenly walked the two cities, going at times on rain set against the sunny European skies of autumn. She first traveled to Paris in 2008 to take design courses at Parsons, followed by a job as a freelance designer for a small French atelier, J. Hère Couture (and eventually a series of designers.)

Paris and Florence. But that's just how the fall collection of Venice Villaggio—named after

from Antonio Cassini's Capital and Psyche sculptures, housed in the Louvre. "I implemented the construction and shape of this beautiful vision of mine from my travels," Gordon says. "But my pieces are more about a certain kind of art, old-world romanticism."

—Ariana Rockefeller

ELLE

Elevating Ariana - The Brand

Where you've been....



Where H&S will take you.....



STYLE.COM REFINERY29



And here...



Sample Digital & Blogger Media Targets

Women's Lifestyle

Fashion

Entertainment / Social



Style List
StyleList.com
2,650,888



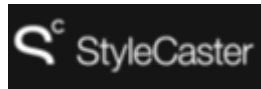
She Finds
Shefinds.com
91,232



Outblush
Outblush.com
27,017



High Snobette
Highsnobette.com
12,803



StyleCaster
Stylecaster.com
241,592



What I Wore
Whatiwore.tumblr.com
10,128



PopSugar
Popsugar.com
584,914



Fashionista
Fashionista.com
178,620



Fashiontoast
Fashiontoast.com
10,231



GLAM
Glam.com
576,457



Just Luxe
Justluxe.com
125,416



The Glamourai
Theglamourai.com
5,684



WhoWhatWear
Whowhatwear.com
70,998



Man Repeller
Manrepeller.com
9,321



Racked
Racked.com
71,075



Style Bakery
Stylebakery.com
16,835



Micah Jesse
Micahjesse.com
3,277



Hollywood Life
Hollywoodlife.com
1,738,634



HollyScoop
Hollyscoop.com
843,279



Daily Front Row
Fashionweekdaily.com
7,972



Look who loves Ariana Rockefeller

Work with tastemakers, key influencers and celebrities to add additional credibility

Influencer Criteria

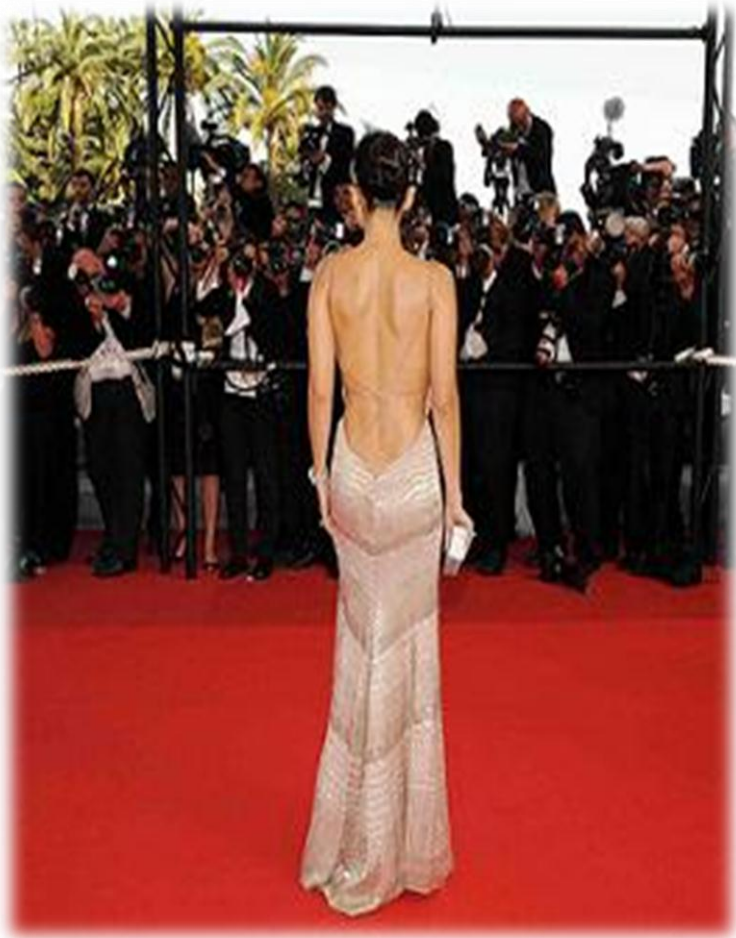
In order to peak the interest of our target , H&S has created a filter for selecting bloggers and influencers. The criteria includes the following:

- *BE a “trusted advisor” among their audience or community*
- *Have a highly engaged audience*
- *Have an engaging media personality, have influence in the world of art, fashion and beauty, and represent the next generation of talent*
- *Have flexibility to travel, as needed*

H&S will leverage relationships with bloggers and influencers to communicate key program messages and spread awareness



Influencers



Marissa Mayer

Marissa is the youngest CEO of the Fortune 500 company, Yahoo. She represents America as an influencer and inspirational making her existence a great promotional tool for designers.



Gigi Levangie Grazer

American novelist and screenwriter, Gigi Levangie recently celebrated the launch of her 5th book. Leverage of Gigi's recent success and her current press to dress her in Ariana's clothing, making her a powerful and fashionable women.



Alina Cho

As CNN's correspondent in New York, Alina Cho believes 'Fashion coverage has a place on CNN'. Many look up to this savvy female as see her as a credible fashion advisor.

Celebrity Seeding



Rashida Jones



Christina Ricci



Jessica Szohr



Emma Roberts



Brooklyn Decker



Minka Kelly



Uma Thurman

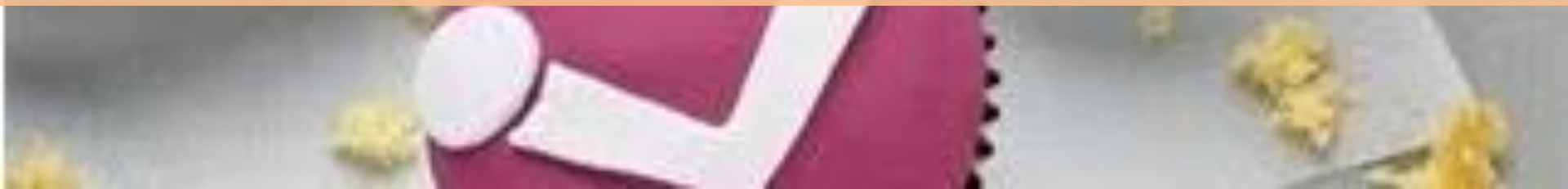


Debra Messing



Digital & Social Media

Create a compelling 360° social media program by bringing offline content to life on a permanent online platform for **ARIANA ROCKEFELLER**. The content platform will form an online community that drives awareness of **ARIANA ROCKEFELLER** and its programming through a dedicated blog, Tumblr profile, YouTube account, Pinterest page, Facebook page, along with constantly engaging consumers through conversations on Twitter.



The Requisites

Press Materials

H&S will work with the brand to create any necessary press materials including fact sheets, press releases and bios and distribute assets to appropriate media outlets.

Press Clips

H&S will service all press clips as they are published.

H&S will calculate and provide metrics, including media impressions and ad rate equivalency values, for each clip and provide a collective total each quarter.

Reporting

H&S will prepare a comprehensive monthly status report for that outlines all account activity and indicates published, confirmed and pending placements as well as specific editor feedback, whenever possible.

Weekly Check-In

H&S to arrange and participate in weekly calls with F-Factor team to discuss media activities

Measuring ROI

H&S measures ROI with a two-pronged approach: Quantitative + Qualitative. The analysis is provided by a third-party which tracks and analyzes the impact of media coverage and PR activity. The metrics are calculated as follows:

Quantitative - Gauges overall media coverage according to:

Ad Value

Impressions

Length of Article/Duration of TV Coverage

Context

Inclusion/Lack of Visuals

Comparison of PR expenditures vs. media value

Qualitative - Gauges overall media coverage of Ariana Rockefeller (and competition if needed) according to:

Tone

Favorability

Share of Voice (i.e. were other competitors mentioned?)



Scope of Work

Public Relations & Marketing

Suggested Fee \$12,000 per month

CORE ACTIVITIES MAY INCLUDE, BUT ARE NOT LIMITED TO THE FOLLOWING:

- Press material development and distribution
- Drafting of messages
- Media training
- Social calendar creation
- Procurement of high profile event invitations
- Management of media interviews and photo opps at high profile events
- Brand refinement and development
- Retail distribution advisement
- Collection and product consultation
- Social media consultation
- Product placement
- Media relations: national, trade, entertainment, long/short lead, broadcast
- ****Celebrity Seeding**

****Collection Presentation**

- Create and produce presentation experience
- Consult on event elements to ensure they are aligned with brand essence and are press-worthy
- Create targeted guest list of high-profile attendees, including influencers and media elite
- Email invitations and follow up to confirm attendance
- Manage event RSVP's and prepare final guest list
- Provide on-site staff for media and guest check-in as well as seating assistance
- Secure celebrity attendees
- Manage media and celebrity on red carpet
- Create media alert and any necessary press material for the event
- Monitor media placements, distribute clips in real time and provide comprehensive report at the completion of the project

***Fees for all Event Production, Consumer Activations, Talent Relations, Marketing partnerships/programming, etc. that require utilization of H&S members that are not part of the standard retainer team will be negotiated in good faith based on proposed scope of work and retainer relationship.*



Harrison & Shriftman

Fresh Thinking & Flawless Execution

OUR STORY

Established in 1995 by Elizabeth Harrison and Lara Shriftman, H&S is a public relations, marketing and events agency.

Located in New York, Los Angeles and Miami, the agency has a strong history with luxury brands in fashion, technology, accessories, beauty, automotive, spirits, hospitality and lifestyle.

In 2002, H&S was named a top entrepreneurial leader in Inc. Magazine's list of 500 fastest growing private companies. Following in 2003, the agency joined Omnicom Group – the world's largest communication company – and in 2011 became a complimentary agency of Ketchum's global network.



Current & Past Fashion Clients

L.A.M.B.

Φ
BAUME & MERCIER
GENEVE

lanebryant

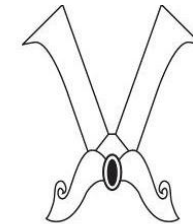

ALLSAINTS SPITALFIELDS



VÍCTOR
VÍCTOR ALFARO

SEBAGO®

THE BON-TON STORES, INC.



LaROK



Samsonite
BLACK LABEL

William Rast

VERRIER



HARRY WINSTON

Dior

ANNE FONTAINE


LACOSTE

CHANEL

Cartier

PETER SOM

الطائر
al tayer

HOLT RENFREW

Zadig & Voltaire

JIMMY CHOO


CONVERSE®

ALEXANDER WANG

catherine malandrino

MANGO

THE H&S DIFFERENCE

Empowering clients to tell the RIGHT story to the RIGHT audience at the RIGHT time

- A full-service public relations, marketing and events agency with dedicated departments specializing in event press, production, strategic partnerships, digital strategy and celebrity relations
- Innovative thinking and ROI-driven campaigns that produce measurable results
- Ongoing research to provide clients with key insights, qualitative and quantitative data
- Access and personal relationships with media elite, early adopters, influencers/bloggers and celebrities via a proprietary database of more than 40,000
- Knowledge of the current media landscape and the latest innovations and trends in digital marketing and social media
- Creative programming that links offline initiatives with the online world
- Extensive brand relationships and strategic thinking to create cost-effective partnerships
- Personal relationships with top-tier celebrities and key influencers

H&S SPECIALTIES

COMMUNICATIONS

Business Press
Lifestyle Press
Consumer Press
Entertainment Press
Event Press
Product Placement
Advertorial Placement
Editor Events
Media Mailers

MARKETING

Strategic Partnerships & Sponsorships
Brand / Consumer Research
Company / Program Naming
Brand Strategy & Planning
Market Research
Digital & Social Media Consultation
Relationship Networking

TALENT

Celebrity Seeding &
Dressing
Brand Ambassador Selection
Event appearances
Media tours
Brand spokesperson

WHAT

WE'RE

ABOUT...

STUDIO **HS**

We are brand obsessed...

Studio HS specializes in event design and brand experiences. To put it lightly, we're obsessed with brands - your brand. We orchestrate integrated campaigns that provide a platform for your target audience to interact, engage and experience your brand in an organic and authentic way.

We use our love of storytelling to entertain, generate awareness and create the conversations that foster a deeper relationship between your brand and the audience.

What We Do...

Our talented team have been launching, building and repositioning brands throughout the USA and across Europe for over 15 years. To say we live and breathe it would be an understatement. Our best in class team of experts are cultural influencers in their own right: art, fashion, music, design, architecture – you name it. We soak it all up and turn it into unique experiences.

Event Design and Production

Brand Experience

Experiential Marketing

Media Happenings

Fashion Shows and Presentations

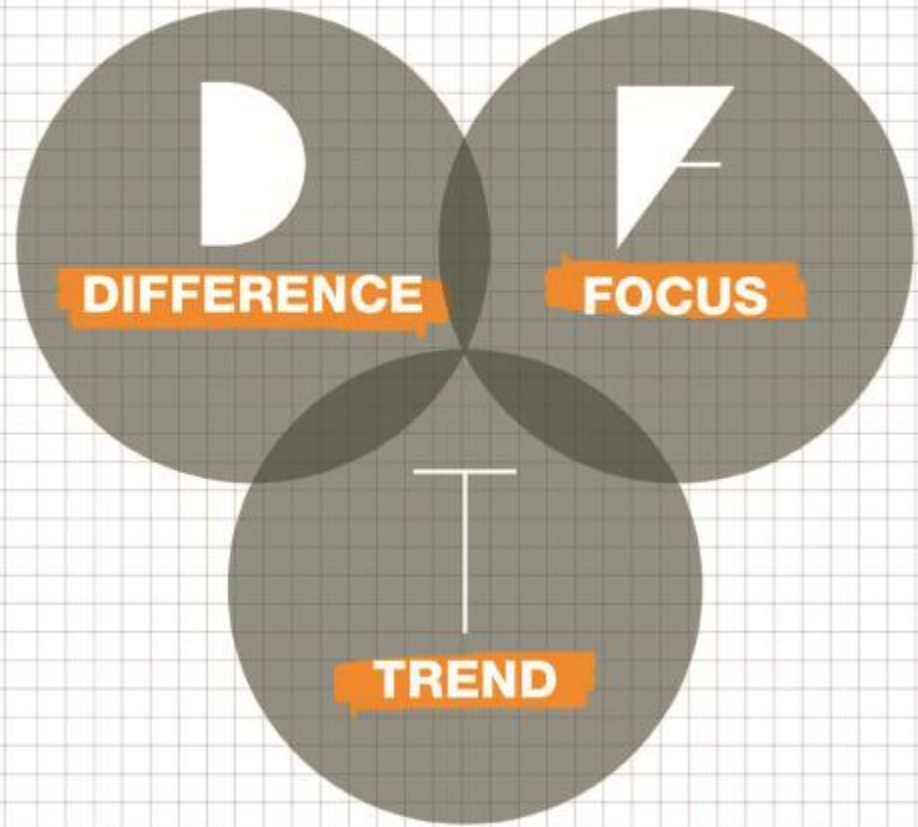
Social Media and Digital

Content Creation

Talent Wrangling and Entertainment

Studio HS Communication Process

When focus is paired with differentiation, supported by a cultural trend, and surrounded by compelling communications, you have the ingredients for a forward-thinking brand experience.



The Company We Keep...Just Sayin'



THE LIMITED

KIMBERLY OVITZ





CASE STUDIES

Christian Louboutin

Collaborated with Barneys New York to produce a unique and memorable two-part celebration in Los Angeles, for Christian Louboutin's 20th Anniversary and launch of Mr. Louboutin's new book: *Christian Louboutin*. The Los Angeles parties were the sister events to the New York City launch, which took place on November 1st.

Responsible for the guest list, event press, and event staffing for a 250 person private cocktail party at the Barneys New York store in Beverly Hills and a 50 person private dinner, immediately following the cocktail party, held at Mr. Chow in Beverly Hills. Created comprehensive press strategies for both events, secured on-brand celebrities to attend each event, and worked closely with the talent and photographer on-site to capture interesting and engaging photos, and facilitate media interviews.

PRESS HIGHLIGHTS

Los Angeles Times

FASHION DIARY
 Glam, eye-tempting trends in the smoking, celebratory and style arenas

HEART AND SOLE

Christian Louboutin's shoes inspire a certain passion. At a Beverly Hills event, walking on red has fans walking on air.

BOOTH MOORE
JASON CRITCH



They came on 4-inch platforms and sky-high booties, flaunting spines and leopard spots. Models-to-be lined up at Barneys New York in Beverly Hills on a recent Thursday night to meet their footwear idol, French designer Christian Louboutin, who was in town to celebrate the 20th anniversary of his red-soled heels and his new book.

The signed copies of the self-titled book — a nostalgic \$50 memoir with eye-lit photos by David LaChapelle and Philippe Ghera of his beautiful designs — for nearly two hours. He also signed a big case for Melissa Diabate, longtime manager of boutique superstar Dita Von Teese.

Diabate, who wore a Louboutin baguette croquer on her other foot, was happy to report that her injury was not the fault of one of the designer's vertiginous heels but, rather, came out on a stretch to Stair 77 (the cast looked pretty great after Louboutin-tended brunch. Designer went — maybe he'll be on assisting there.)

After the book signing, the evening's highlights — Vanessa, Rosie Huntington-Whiteley, Cameron Silver, Lucy Liu and Monet Mayor — designed to Mr. Chow for dinner, joining the crew, Barneys' Dan, Molly Stone and others.

JUST JARED



Rosie Huntington-Whiteley strikes a pose at the **Christian Louboutin** book launch party held at Barneys New York on Thursday (November 3) in Beverly Hills, Calif.

The 24-year-old British model was joined by designer **Christian Louboutin** himself!

PHOTOS: Check out the latest pics of **Rosie Huntington-Whiteley**

Christian's new book celebrates his 20th anniversary and is a 304-page creation that goes behind-the-scenes of his impressive fashion **career** - it hits stores Monday (November 7).

The week before, Rosie was spotted **arriving** at Heathrow International Airport in London.

Stars Celebrate Christian Louboutin's New Book



COCO PEREZ

Lea Michele never fails to fall from her style icon plateau, and having been one for a couple of years now, that's an accomplishment.

Here she is attending the **Christian Louboutin** 20th Anniversary party at Barneys NY.

The event (which was held last night) was also the launch of his new book, aptly titled **Christian Louboutin**.

And though **Blake Lively** may be Christian's style crush, we have a feeling he really likes Lea Michelle as well.

She may be donning a stunning **Versace** dress, but she's walking in Louboutin heels! For accessories, she went with **Baccarat** earrings, a **Sethi Coutour** ring, and a **Kotur** bag.

The girl is fierce. Plain and simple.

InStyle

WHAT'S *right* NOW!



PHOTOS

Christian Louboutin's West Coast Party and More!

Lea Michele and Christian Louboutin
 The *Glee* star helped welcome the shoe guru to Los Angeles, where he was the guest of honor at a fête for his book, *Les 20 Ans*.

THE INSIDER



Everyone from *Glee*'s **Lea Michele** to *Transformers* star **Rosie Huntington-Whiteley** attended the star-studded event in Beverly Hills. The book, which reveals the artistry of Christian's popular shoe designs, includes a 5 piece fold-out cover, a pink faux leather binding, interior pop-ups, and gilded pages, making this the book any Christian Louboutin shoe lover should have in their collection.

Click the video to see all the sights from Christian Louboutin's book launch! **Christian Louboutin** is available now.

WONDERWALL



Lea Michele attends the Christian Louboutin 20th Anniversary and Book Launch at Barneys New York in Beverly Hills on Nov. 3, 2011.

Us
 MAGAZINE ★ COM

Rosie Huntington-Whiteley's
 advice to feel like a sexy woman will take 14 years to achieve.

At last week's launch party for **Christian Louboutin's** new book at Barneys in Beverly Hills, the *Transformers* actress and *Victoria's Secret* model told *Us*'s first drop: Fans column what she likes about wearing the famous red-soled heels.

PHOTOS: Best dressed Bits

"They make me feel like a woman. I feel they make you look very sexy, the cuts are beautiful, the lines, the colors, the embellishments," revealed the 24-year-old British beauty. "I think [Christian Louboutin] managed to capture something special for women, every girl should be lucky enough to have them."

PHOTOS: Sexy stars in bikinis

But for prices starting around \$700, it's not so easy for every girl to get lucky enough. Huntington-Whiteley offered advice for girls to feel as sexy and feminine as she does: "If you can save up for a pair out away a dollar a week, it's worth it girls. It is really worth it!" she explained.

NEWS: 5 things you don't know about Rosie

Far-fetched advice or not, **Jason Statham's** girlfriend is thankful for all her blessings her recent rise to fame has brought to her. "I am very lucky in my life so I don't wish for anything I don't have, and I actually manage to get around just fine," the 39-year-old added.

Juicy Couture



H&S worked with Juicy Couture at the brand's inception to position it as a credible player in the fashion space to simultaneously grow its line offerings. During the six year relationship, H&S produced and executed events to launch the brand's menswear, swimwear, children's, accessories and denim collections in addition to celebrating the opening of their first retail store in Las Vegas. H&S cultivated relationships with key stylists and executed a strategic dressing campaign to increase brand awareness amongst key celebrities. H&S executed an ongoing, prioritized media relations campaign that included exclusive stories in top tier publications and influential business stories to reinforce brand credibility. H&S played an integral role in positioning the brand to be purchased by Liz Claiborne in 2003 for \$53 million.



PRESS HIGHLIGHTS

HARRISON & SHRIFTMAN

VOGUE

renee rockefeller
The Manhattan socialite lives in the style of her father

sasha lazard
The fashion designer makes the family business with her own

VOGUE.COM

HARRISON & SHRIFTMAN

BETTER SKIN, NEW DRESS COCKTAIL

ELLE

THE

VOGUE.COM

HARRISON & SHRIFTMAN

BAZAR

Fabulous at Every Age
This is a season to hold—regardless of your years. Embrace these daring, young-at-heart pieces.

20s LOAD UP ON ALL THOSE FURBINE as you trade your old favorites for shiny, new ones that are a little softer and a little more glamorous.

30s SLIP INTO A SKIRT WITH ZING as you make like the girl next door. An Act in a Regard, you get the go-go look with the ease and fun of a skirt with a little more to it.

BAZAR.COM

HARRISON & SHRIFTMAN

LUCKY

THE MAGAZINE ABOUT SHOPPING

www.lucky.com

earthy

LUCKY.COM

HARRISON & SHRIFTMAN

The New York Times
Sunday Styles
Sunday, May 21, 2004
Section 9

Short Stories

VOGUE.COM

HARRISON & SHRIFTMAN

The New York Times
NEW YORK, TUESDAY, APRIL 2, 2003

FASHION

The Ever-So-Elegant Tracksuit

VOGUE.COM

HARRISON & SHRIFTMAN

VOGUE

the juicy couture fan club

VOGUE.COM

HARRISON & SHRIFTMAN

Us

style

I Love Lucy

Us.COM

Baume & Mercier

Baume & Mercier tasked Ketchum/Studio HS with creating an experience to educate and immerse 60 lifestyle and fashion journalists from around the world in the new positioning of the brand. Baume & Mercier turned to the seaside to embody its new area of expression. The easy lifestyle coupled with intense artistic, cultural and social activity are the refuge to those who appreciate the charms of discreet luxury. By telling the story between the Hamptons and the Swiss Maison d'Horlogerie, guests were able to experience the seaside lifestyle that bears a close relationship to the Baume & Mercier Collection.



PRESS HIGHLIGHTS





H&S re-launched the Charlotte Russe brand and positioned it as a serious contender in the female, teen/young adult retail category. H&S consulted on all aspects of the brand re-launch, including the new logo and store design and spearheaded all aspects of the brand's digital and social media campaign. H&S executed a comprehensive media relations campaign and leveraged the brand's partnership with "Gossip Girl" stylist, Eric Daman, to secure coverage in top-tier fashion and lifestyle publications. H&S produced a stylized media preview at the W Hotel in New York City to showcase the Spring line and People's Liberation collection and conceptualized and executed a high-profile launch event to preview the Fall collection and bring to life the new brand positioning.



CR charlotte russe.

PRESS HIGHLIGHTS

HARRISON & SHRIFTMAN

ECouture.com - July 21, 2009

Party Pics: New York

Charlotte Russe Fall 2009 Launch Event

Recreation Has Runway Vibe

Trachtenberg, Jessica Szohr at Jessica Szohr Party at a celebration for the show.

141 WEST 30TH STREET
TWO/FIFTH FLOOR
NEW YORK, NY 10018
PHONE: 917 351 8600
FAX: 917 351 8601

1801 SUNSET BOULEVARD
LOS ANGELES, CA 90069
PHONE: 310 851 3400
FAX: 310 851 3100

1860 MERIDIAN AVENUE
SUITE 300
MIAMI BEACH, FL 33139
PHONE: 305 534 0100
FAX: 305 534 0108

HARRISON & SHRIFTMAN

Glamour.com - July 16, 2009

GLAMOUR.COM

Do you prefer Runer's creaky outfit to Jessica's casual one?

42% DO 57% DON'T

141 WEST 30TH STREET
TWO/FIFTH FLOOR
NEW YORK, NY 10018
PHONE: 917 351 8600
FAX: 917 351 8601

1801 SUNSET BOULEVARD
LOS ANGELES, CA 90069
PHONE: 310 851 3400
FAX: 310 851 3100

1860 MERIDIAN AVENUE
SUITE 300
MIAMI BEACH, FL 33139
PHONE: 305 534 0100
FAX: 305 534 0108

HARRISON & SHRIFTMAN

InTouch Weekly - August 3, 2009

IN TOUCH

Stars are so lucky!

MICHELLE TRACHTENBERG sported a \$161 Fifteen Twenty tunic at a Charlotte Russe party in NYC.

141 WEST 30TH STREET
TWO/FIFTH FLOOR
NEW YORK, NY 10018
PHONE: 917 351 8600
FAX: 917 351 8601

1801 SUNSET BOULEVARD
LOS ANGELES, CA 90069
PHONE: 310 851 3400
FAX: 310 851 3100

1860 MERIDIAN AVENUE
SUITE 300
MIAMI BEACH, FL 33139
PHONE: 305 534 0100
FAX: 305 534 0108

HARRISON & SHRIFTMAN

Life & Style - July 29, 2009

LIFE & STYLE

WHAT THE STARS ARE...

WEARING OUT ON THE TOWN

When they're not sporting their Gossip Girl garb, JESSICA SZOHR and MICHELLE TRACHTENBERG love the clothing and accessories from Charlotte Russe (charlotterusse.com).

141 WEST 30TH STREET
TWO/FIFTH FLOOR
NEW YORK, NY 10018
PHONE: 917 351 8600
FAX: 917 351 8601

1801 SUNSET BOULEVARD
LOS ANGELES, CA 90069
PHONE: 310 851 3400
FAX: 310 851 3100

1860 MERIDIAN AVENUE
SUITE 300
MIAMI BEACH, FL 33139
PHONE: 305 534 0100
FAX: 305 534 0108

HARRISON & SHRIFTMAN

OK! Magazine - July 29, 2009

OK!

SPOTTED

Jessica Szohr (below) at the Charlotte Russe Fall 2009 Launch event in NYC.

141 WEST 30TH STREET
TWO/FIFTH FLOOR
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1860 MERIDIAN AVENUE
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HARRISON & SHRIFTMAN

People.com - July 16, 2009

People

FASHION FRIENDS

Gossip Girl's Jessica Szohr always close to pal Runer Willis @ at a launch event for retail chain Charlotte Russe at Cipriani's gallery in New York City on Wednesday. In the ad, Willis will be joining Szohr on the CW with a guest stint on 9/22/10

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HARRISON & SHRIFTMAN

US Weekly - July 29, 2009

US

VIP Scene

Michelle Trachtenberg and Stephanie Pratt checking out the Charlotte Russe fall 2009 launch event in NYC.

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HARRISON & SHRIFTMAN

WWD - July 20, 2009

WWD

FASHION SCOOPS

SNAP SCHEM PARTY: Charlotte Russe held its 2009 collection at the Cipriani Gallery in New York City on Wednesday. In attendance were Jessica Szohr, "Gossip Girl" and "Fashion House" star Michelle Trachtenberg, "The CW" actress Stephanie Pratt, and "The CW" actress Jessica Szohr. The two CW stars spent the rest of the night chatting on a hangout with a special Runer Willis.

All L.A. fashion on a mission of designer style, and Charlotte Russe is the only one in the game. The store's success is due to its focus on the fashion-forward, young woman. The store's success is due to its focus on the fashion-forward, young woman. The store's success is due to its focus on the fashion-forward, young woman.

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Waterford

To launch the next chapter in the Waterford brand story and debut the interiors collection, we were tasked in creating an event that communicated a more contemporary lifestyle positioning. By using design as a platform to bring to life their key brand message of 'Live a Crystal Life,' we created an environment that allowed the guests to interact with the product in a lifestyle setting. There was an overwhelming amount of amazing feedback and praise from leading figures within the interior design and fashion worlds. Initial placements secured in Elle Décor, WSJ, Haute Living, NY Mag and Architectural Digest.



PRESS HIGHLIGHTS



OK!'S HOT THIS WEEK

THE HOTTEST NEW TRENDS

SHAPE

A SPARKLING NIGHT OUT
 Lise Thorman was among the celebs at Waterbury's "Live a Crystal Life" party to debut their premiere Interiors Collection in NYC.

OK! MAGAZINE

THE WALL STREET JOURNAL

HEARD & SCENE

Butterfly in House of Glass

THE WALL STREET JOURNAL

Chengyu in Sarason, Lisa Kelly and Jennie Garth of the *Waterbury Live a Crystal Life* party were in town for the *Waterbury Interiors Collection*.

Left to right: Sarah Lyn, Christian Lopez and Waterbury CEO Fern de Wittehouse; and actress and interior design *Julianne Moore*.

Julianne Moore, who portrayed *Therese* and *Paul* in the 1981 film *Terms of Endearment*, was in town for the *Waterbury Interiors Collection* in NYC. She was joined by her husband, *John*, and their two children, *Sam* and *Paul*. Moore and her husband were in town for the *Waterbury Interiors Collection* in NYC. She was joined by her husband, *John*, and their two children, *Sam* and *Paul*. Moore and her husband were in town for the *Waterbury Interiors Collection* in NYC. She was joined by her husband, *John*, and their two children, *Sam* and *Paul*.

Party Plus: New York

Live a Crystal Life Party

Julianne Moore (in black) and Paul Hackett's *Sam* (in white) were in town for the *Waterbury Interiors Collection* unveiling at Center 540.

Page Six

I like a global view

Inspired by Chelsea

"Snook" Supp

We hear... we hear

Plus in New Year's post

WHAT'S *right* NOW!

InStyle.com

They: Thorman and co-founder Fern de Wittehouse

Left: Thorman and co-founder Fern de Wittehouse (right) at the *Waterbury Interiors Collection* unveiling at Center 540. The *Waterbury Interiors Collection* is a line of home furnishings and decor. The *Waterbury Interiors Collection* is a line of home furnishings and decor. The *Waterbury Interiors Collection* is a line of home furnishings and decor.

People.com

CAUGHT IN THE ACT!

Julianne Moore & Lisa Thorman Party Together in NYC

Julianne Moore and Lisa Thorman were in town for the *Waterbury Interiors Collection* unveiling at Center 540. Moore and Thorman were in town for the *Waterbury Interiors Collection* unveiling at Center 540. Moore and Thorman were in town for the *Waterbury Interiors Collection* unveiling at Center 540.

Life Style

Stars Hit the Town

Some of the hottest celebrity sightings from the past few weeks

SHARON, DEC. 11
 - *Sharon Stone* was in town for the *Waterbury Interiors Collection* unveiling at Center 540.

FRANKIE, DEC. 11
 - *Frankie Stallone* was in town for the *Waterbury Interiors Collection* unveiling at Center 540.

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NEWYORKPOST

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