



US WEEKLY 25

most stylish
new yorkers

2011 RECAP



Us WEEKLY 25 most stylish new Yorkers

US WEEKLY HONORED NEW YORK CITY'S FASHION ELITE WITH A STAR STudded BASH DURING NEW YORK CITY'S FALL FASHION WEEK.

Who: 400+ celebrities, designers, models and fashionable VIPs

What: Celebration of Us Weekly's "25 Most Stylish New Yorkers"

When: Wednesday, September 14, 2011

Where: PH-D at the Dream Downtown, NYC



DJ Kiss



Michelle Trachtenberg



Questlove



Bridget Moynahan



Jonathan Cheban

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THE HONOREES

- ★ The Today Show Co-Host **ANN CURRY**
- ★ Royal Pains' **MARC FEUERSTEIN**
- ★ Stylist **ANNABEL TOLLMAN**
- ★ Celebrity Blogger **JARED ENG**
- ★ CBS's Person of Interest's **TARAJI P. HENSON**
- ★ SoulCycle Instructor **LAURIE COLE**
- ★ Blue Bloods' **BRIDGET MOYNAHAN**
- ★ Food Network's **SANDRA LEE**
- ★ Record Producer and Performer **PHARRELL WILLIAMS**
- ★ New York Magazine Fashion Blogger **AMY ODELL**
- ★ R&B Singer **ASHANTI**
- ★ Boardwalk Empire's **GRETCHEN MOL**
- ★ Entrepreneur **JONATHAN CHEBAN**
- ★ Gossip Girl's **MICHELLE TRACHTENBERG**
- ★ Chef and Restaurateur **BOBBY FLAY**
- ★ Basketball Wives' **LALA VASQUEZ** and
New York Knicks Forward **CARMELO ANTHONY**
- ★ Famed American Jeweler **LORRAINE SCHWARTZ**
- ★ Host of The Nate Berkus Show **NATE BERKUS**
- ★ Pop-Folk Duo **THE PIERCES**
- ★ Marchesa Designers **KEREN CRAIG** and **GEORGINA CHAPMAN**
- ★ The Bachelorette's **ASHLEY HEBERT** and **J.P. ROSENBAUM**
- ★ How to Make it in America's **BRYAN GREENBERG**
and **VICTOR RASUK**
- ★ Hip hop/ neo soul band **THE ROOTS**
- ★ Model **ANGELA LINDVALL**



ashanti ASHANTI
RT @shanyna_andrea: @JonathanCheban @Ashanti @lala look amazing together @usweekly party! #funtimeswith@usweekly :)
14 Sep



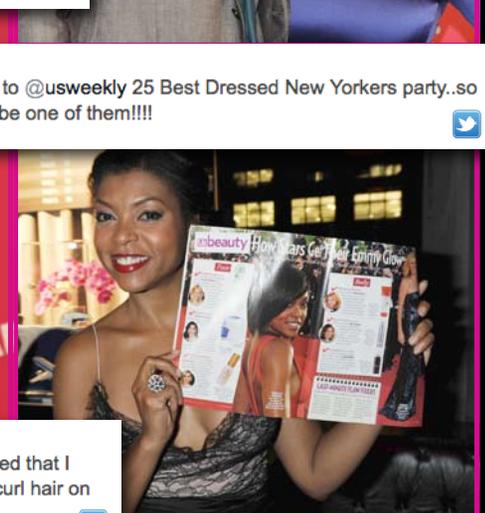
JonathanCheban Jonathan Cheban
Thanks @ScottDisick for comin over to help me get my swag on for the @usweekly 25 most stylish NY'ers party tonight! He knows his sh*t!
14 Sep



lala LALA
On my way to @usweekly 25 Best Dressed New Yorkers party..so honored to be one of them!!!!
14 Sep



ashhebert Ashley Hebert
So excited for the @usweekly party tonight!! Not excited that I have to get ready on the Amtrak! Ever see someone curl hair on the train?!



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EDITORIAL COVERAGE

- ★ The 25 unveiled on UsMagazine.com day before event
- ★ Post editorial coverage in book
- ★ Post editorial coverage online
- ★ Post event eblast with party highlights sent to 400,000 subscribers



- ### HONOREES
- Abby Elliott *SNL* star
 - Angela Lindvall Model and host of Lifetime's *Project Runway All Stars*
 - Ann Curry Today coanchor
 - Annabel Tollman Celeb stylist
 - Ashanti Singer
 - Ashley Hebert and J.P. Rosenbaum Stars of ABC's *The Bachelorette*
 - Bobby Play Chef, author and TV star
 - Bridget Moynihan Actress and *Blue Bloods* star
 - Bryan Greenberg and Victor Rasuk *How to Make It in America* costars
 - Estelle Singer and model Jared Eng and Amy Odell *Just Jared.com* founder and editor of *The Cut*
 - Jeremy Piven Actor
 - Jonathan Cheban Reality star
 - Karen Craig and Georgina Chapman Marchesa designers
 - La La and Carmelo Anthony Reality TV star and New York Knicks forward
 - Laurie Cole *SoulCycle* master instructor and actress
 - Lorraine Schwartz Jewelry designer
 - Marc Feuerstein Actor and *Royal Pains* star
 - Michelle Trachtenberg Actress
 - Nate Berkus Designer and star of *The Nate Berkus Show*
 - Pharrell Williams Singer, producer and fashion designer
 - Sandra Lee Author, TV star and magazine editor
 - Taraji P. Henson Actress and *Person of Interest* star
 - The Pierces Musicians
 - The Roots Musicians



BY CASOLYNE SAVIS
PHOTOS COURTESY OF US WEEKLY

WEEKLY **Us** 25

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EVENT SPONSORS

Participating advertising partners tapped into the power of celebrity at this annual fashion week soiree with unique and stylish integrations that organically attracted and engaged an audience of influencers and VIPs.

The 2011 25 Most Stylish New Yorkers sponsors included:

- ★ ABC "PAN AM"
- ★ CARRERA
- ★ MAYBELLINE
- ★ PINNACLE VODKA
- ★ STARBUCKS
- ★ ZAPPOS.COM



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ABC "PAN AM"

Us Weekly drove awareness and tune-in for ABC's new show "Pan Am" through integrations that brought the style and nostalgia of the show to life.

- ★ Four (4) "Pan Am" stewardesses greeted and interacted with guests
- ★ "Pan Am" Passport Photo Booth provided guests with branded passport sleeves
- ★ "Pan Am" memorabilia and airport display
- ★ "Pan Am" trailer looped on motion graphics reel
- ★ "Pan Am" vintage travel bag served as the event gift bag



Janina Aavankar



Bobby Flay



Lala Vasquez



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CARRERA

Us Weekly provided a stylish on-site display that allowed Carrera to showcase (and guests to try on) the brand's hottest new shades.

- ★ Stylish display of the latest Carrera shades
- ★ Three (3) models interacted with guests helping them to try on different styles of Carrera sunglasses
- ★ Logo on motion graphics reel
- ★ Carrera branded speakers in 300 event gift bags



Nate Berkus



Carrera Models

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MAYBELLINE

Us weekly extended upon Maybelline's commitment to Fashion Week through unparalleled brand exposure and sampling among fashion elite.

- ★ Logo on step and repeat
- ★ Logo on motion graphics reel
- ★ Maybelline Shine Sensational Lip Gloss in 300 event gift bags



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PINNACLE VODKA

Us Weekly helped to highlight Pinnacle's delicious array of flavors using signature cocktails and engaging displays to drive brand exposure among an influential fashion savvy crowd.

- ★ Logo on step and repeat
- ★ Back bars solely showcased Pinnacle Vodka
- ★ Four (4) corner bar displays highlighted the ingredients of each of the featured flavors (Pinnacle Soda, Cotton Candy, Citrus & Whipped)
- ★ Four (4) servers tray passed specialty cocktails enhanced with sweet treats matching each featured flavor
- ★ Logo on motion graphics reel
- ★ Pinnacle samples and t-shirts in 300 event gift bags



Ashley Hebert



J.P. Rosenbaum



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STARBUCKS

Us Weekly organically integrated the Starbucks VIA product into the event with build-outs and brand exposure including delicious Starbucks signature cocktails.

- ★ Starbucks logo on step and repeat
- ★ Starbucks product displays organically flanked each bar artfully showcasing the VIA product
- ★ Three (3) servers tray-passed Starbucks branded VIA-Tini's
- ★ Logo on motion graphics reel
- ★ Starbucks shakers and VIA samples in 300 event gift bags



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ZAPPOS.COM

Us Weekly helped to reinforce Zappos.com's position as a premier online destination for high-fashion through engaging and eye-catching event integrations.

- ★ Logo on step and repeat
- ★ Zappos.com style expert Brooke Hyden walked the red carpet
- ★ Twelve (12) artful installations of Sam Edelman footwear
- ★ Logo on motion graphics reel
- ★ Sam Edelman notebook in 300 event gift bags



Brooke Hyden



Abby Elliott



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NEW YORK

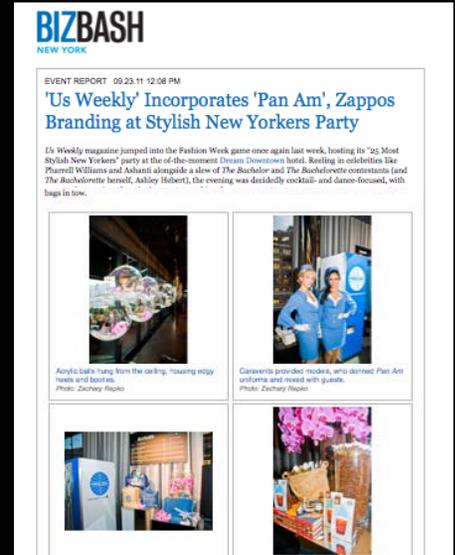
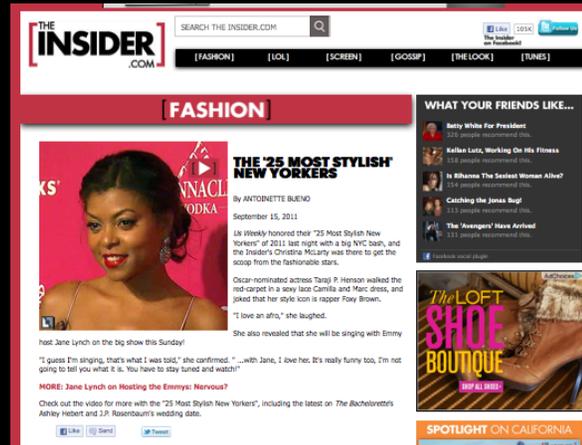
BIZBASH

PRESS

Us Weekly's stylish bash garnered over **100 MILLION** media impressions.

BizBash.com
 Billboard.com
 RedCarpet-FashionAwards.com
 Examiner.com
 BET.com
 BizBash.com
 TheHuffingtonPost.com
 93.9KYSDC.com
 ContactMusic.com
 Grubstreet.com
 Hauteliving.com
 HipHopWired.com
 HitCrave.com
 NewYorkTimes.com
 NYMag.com

OhNoTheyDidn't.com
 Omg.uk.Yahoo.com
 RadarOnline.com
 RapUp.com
 SingersRoom.com
 TheInsider.com
 TheYBF.com
 GuestofaGuest.com
 WetPaint.com
 Wonderwall.com
 Good Day New York
 Entertainment Tonight
 The Insider



The New York Times

THE HUFFINGTON POST

BET.com

Billboard.com



Radar
online.com

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RESULTS

PR

Over **100 MILLION**
national impressions



**CELEBRITY
HIGH-WATTAGE
ATTENDANCE** from the
"25 Most Stylish New Yorkers"
and other celebrity guests



US WEEKLY IN-BOOK

Post party editorial in the
October 3, 2011 issue reaching
13.3 MILLION READERS



US WEEKLY DIGITAL

Feature on
UsMagazine.com
homepage reaching
**10 MILLION
ONLINE USERS**



EVENT
Advertiser
integrations and
exposure among
**400+ OF NYC'S
FASHION ELITE**

