

Guess GIRL

LAUNCH EVENT CONCEPTS



Guess
GIRL

EVENT CONCEPT

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OVERVIEW

TH will partner with GUESS & COTY to produce a launch event for their newest fragrance line, GUESS Girl, creating a night filled with unexpected moments that invite editors to peek into the lifestyle of GUESS girl Amber Heard.

To truly “wow” editors, TH will take over a breathtaking NYC residence and transform the space into a sensory experience filled with thoughtful touches meant to educate attendees about the olfactory elements of the fragrance, while keeping guests entertained with a-list intimate performances, guest DJs and wow moments that play out from the invitation to last call.

The following proposal is an overview of the elements TH will handle to make this event one for the books.

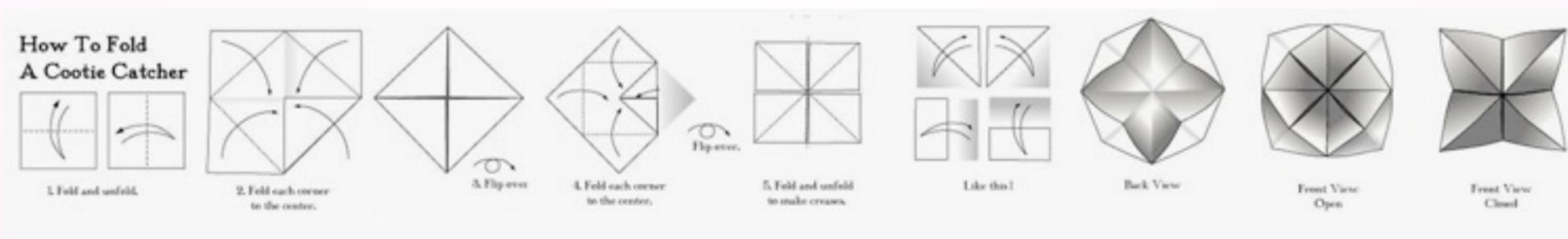
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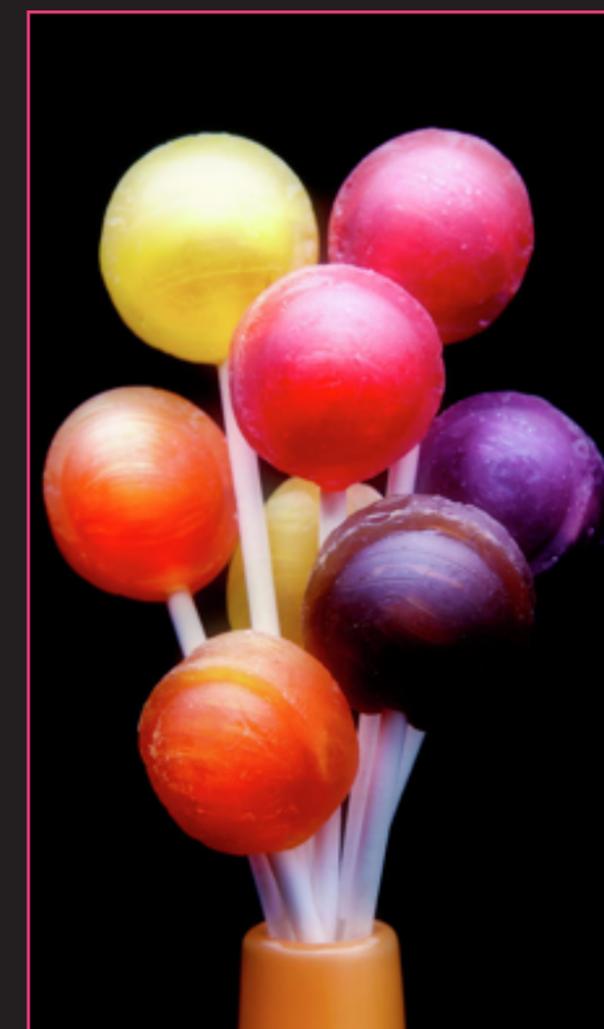
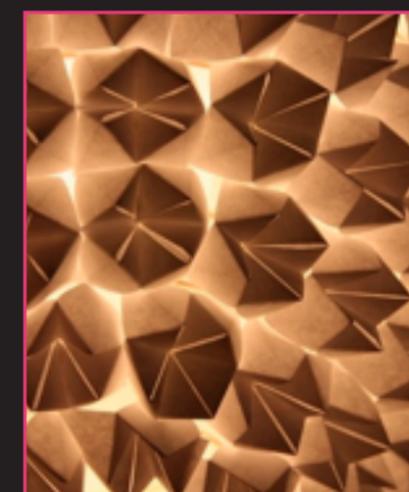
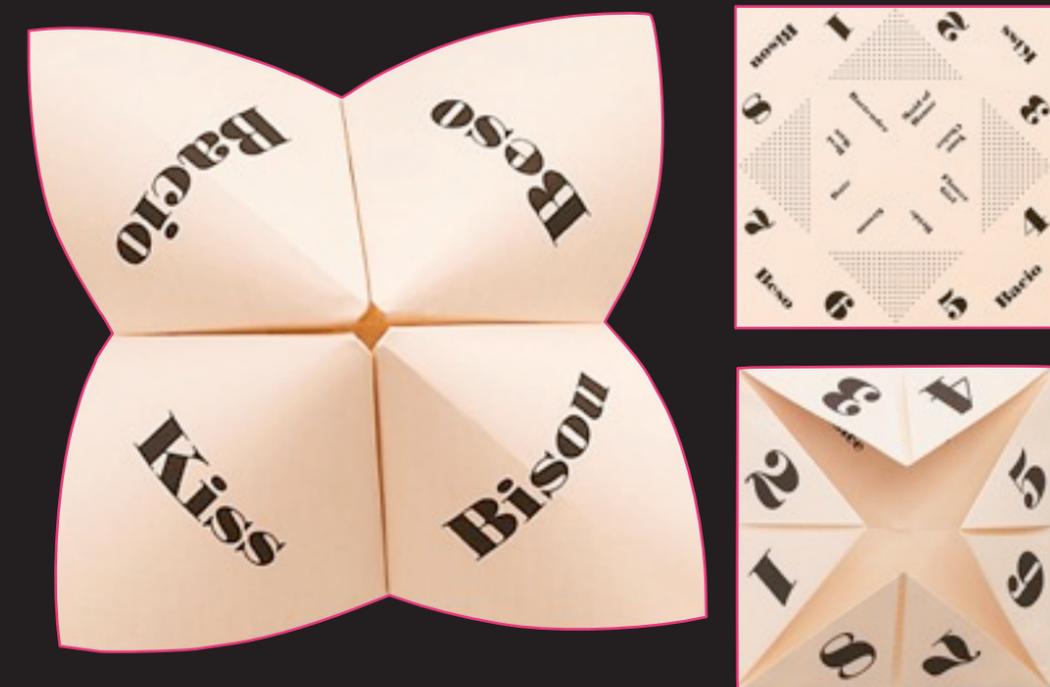
INVITE

A flash based animated electronic invite will take the form of an origami fortuneteller, bringing the essence of the GUESS Girl brand to life in an “edutaining” fashion. The invite will animate a single piece of paper turning into an origami fortuneteller, revealing step-by-step details about the event alongside the olfactive notes of the fragrance. As an added bonus, the invite will be available for download allowing invitees to print, fold and use the invite as their own GUESS Girl fortuneteller.



EDITOR INVITES

Invites for select editors will elevate the electronic invite into an experience. We will print and expertly fold the fortuneteller on luxe card-stock, spray it with GUESS Girl and place it in a high-end custom GUESS Girl jewelry box. The box will be accompanied by bouquets made out of unique items that compliment the individual scents used in GUESS Girl - such as luxury custom colored pencils, gourmet lollipops; as well as custom designed floral arrangements in vases inspired by the bottle design.



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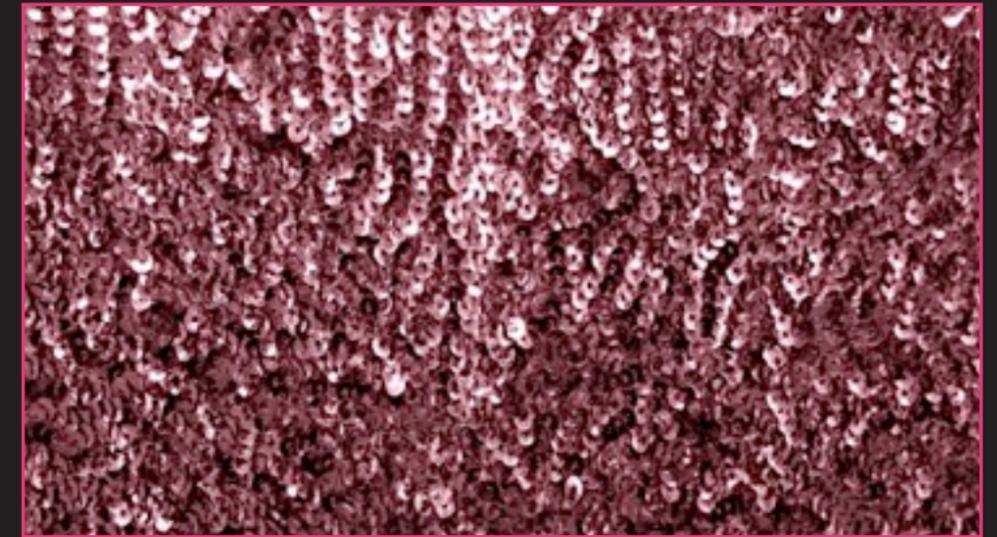


ENTRANCE MOMENT

Keys are tied to balloons that line the entry hallway ceiling. Guests are told that the key will unlock an armoire filled with gifts inspired by the scent, hand-picked by Amber. Along with the key, parchment paper is printed with the scent map & apartment floor plan, including a star in Amber's bedroom where the armoire waits to be unlocked.

PRODUCT DISPLAY / PHOTO-OP

Tuxedo clad men act as hosts for the evening, driving the evening forward, and ushering guests from moment to moment. These uniformed and (gorgeous) GUESS Girl butlers greet guests next to a photo op / product display area, complete with illuminated pedestals and a photo-op wall that is wrapped in the same sequined material of the dress worn by Amber Heard in the GUESS Girl ad, complete with backlit die-cut GUESS Girl logos that pop & sparkle. This area will have gift-bags ready to go for editors at any time they leave the event.



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EAU DE DÉCOR (CUSTOM FABRICATIONS)

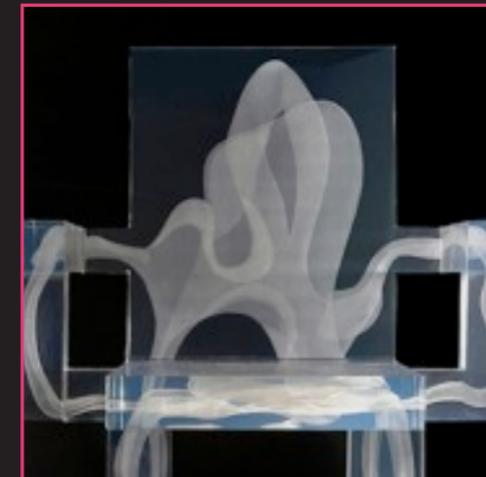
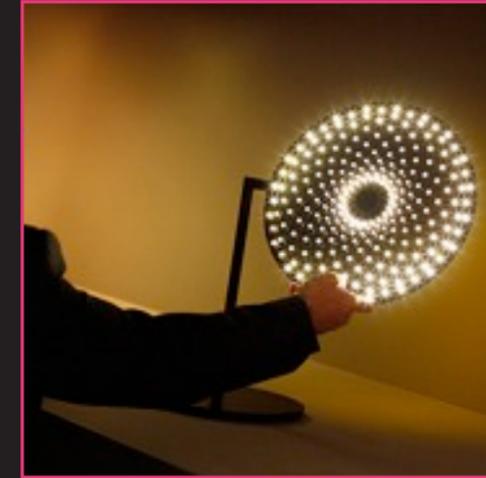
The perfume packaging and bottle is repurposed in unexpected ways, adding pop and elevating the interior design of the GUESS Girl inspired home. Guests will double take upon discovering the beauty of the bottle in subtle ways that stays true to the home of Amber Heard. For example, an oversize collage chandelier using the bottles and elements from the package design or on a smaller scale, votives & vases made from the bottle and packages.

THE SCENT OF A COCKTAIL (SCENT BAR)

A mixologist will create and mix custom aromatic cocktails inspired by the scent notes of the product. A lavish back bar display shows the “top” (top shelf), “middle”, “bottom” notes of the perfume, allowing guests to visualize the elements in a deconstructed way.

A cocktail accessories is situated next to the main bar, where a Cocktail Stylist dresses their drink using GUESS Girl glassware charms and perfume sample inspired stirrers, allowing guests to show their GUESS Girl style, one drink at a time.

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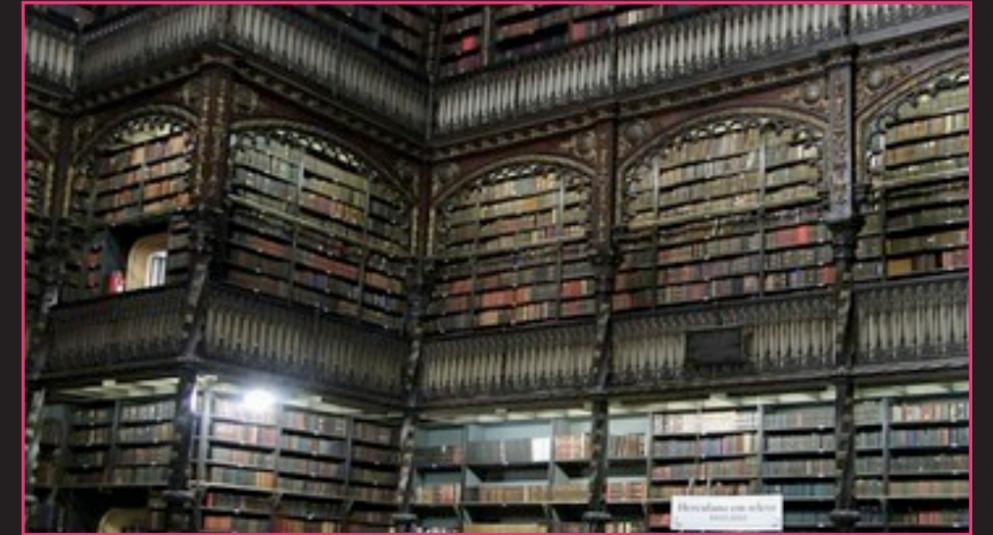
TOUCHES OF AMBER (VIP SECTION)

To bring an element of Amber's home life to the event, Teacup Yorkie dogs roam from room to room, photos of Amber are present through out the house and a separate library (VIP Section) shows that Amber is not just a pretty face. The library has darker more risque decor, complete with accents made from car-parts, Amber's favorite books and even a record player that VIP guests can control themselves.

GUESS GIRL DJS

At the event, the hottest girl DJs from coast to coast will take turns DJing during the event. All the sets will be recorded for an exclusive GUESS Girl mixtape to be released along with the event photos the next morning, and emailed as a thank you to each of the attendees.

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HOST WITH THE MOST (GIFTING MOMENTS)

GUESS Girl inspired provisions are passed continuously throughout the night, providing perfect party favors to guests before they realize they needed anything to make the night that much better.

Like clockwork, the GUESS Girl butlers butlers simultaneously canvass the crowd every 20 minutes, gifting items such as:

- Flute Of Pink Champagne (a Refreshing Welcome)
- Shot Of Tequila & Gourmet Garnish (to Get The Event Started Off Right)
- Pink Dippin' Dots (Palette Cleansing)
- A Single Pink Cigarette With Custom Matchbook (Too Cute To Smoke)
- Popsicle-Cocktails (Cool Off After Dancing)
- Sparkler (Make Your Own Wow Moment)



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WOW MOMENT

Guests catch on to the 20-minute treat, anticipating and wondering what surprise the sexy butlers will come around with next, when the music stops and the lights go dim. In the silent darkness, bright neon signs suddenly turn on, illuminating glowing GUESS Girl logos, seemingly out of nowhere.

The collage chandelier turns on as Catlin Moe begins playing the violin. A ribbon performer emerges from the crowd performing with a hot pink ribbon shown on the packaging. The lights come up on Mia Moretti & Amber Heard who are behind the DJ Booth, playing a perfect song together. The GUESS Girl DJs join them as the party kicks into high gear.

Best part, the DJ booth is streamed to the outside of the building, capturing Amber's moment as a GUESS Girl DJ.



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WOW MOMENT PART DEUX

To add a deeper dimension to the second “wow” moment, a large projector will come down from the ceiling, showing Amber at the GUESS Girl photo-shoot. As guests begin to think this is a run-of-the-mill presentation, Amber walks out in front of the projector, trailed by the butlers holding trays of beautifully wrapped bottles of GUESS Girl perfume.

Amber thanks everyone as the butlers begin to pass the best gift of the night – a full size bottle of GUESS Girl. Once the butlers are out of the front, a voice begins to sing “Somebody I Used to Know”. While Amber says “Do you hear that?”, the projector retracts back into the ceiling, revealing a surprise performance by famed Aussie artist Kimbra.

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POTENTIAL VENUES

APPENDIX A

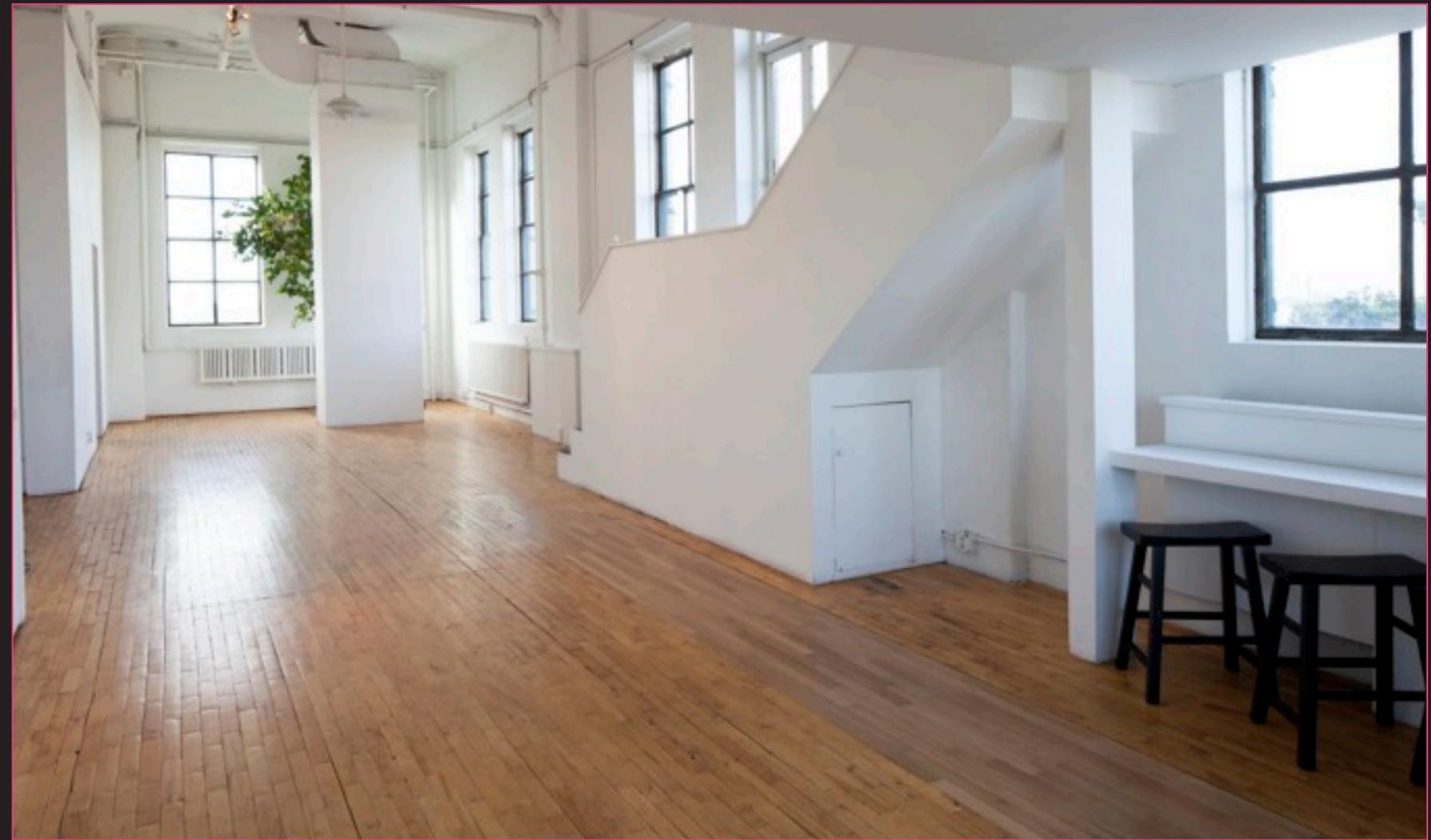
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RAMSCALE STUDIOS

463 West St.

Overview: 360 degree views of Manhattan,
two studios and large terraces available.
Elevated stage area ideal for live band/DJ
setup, great acoustics.

Capacity: 350 people



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60 READE

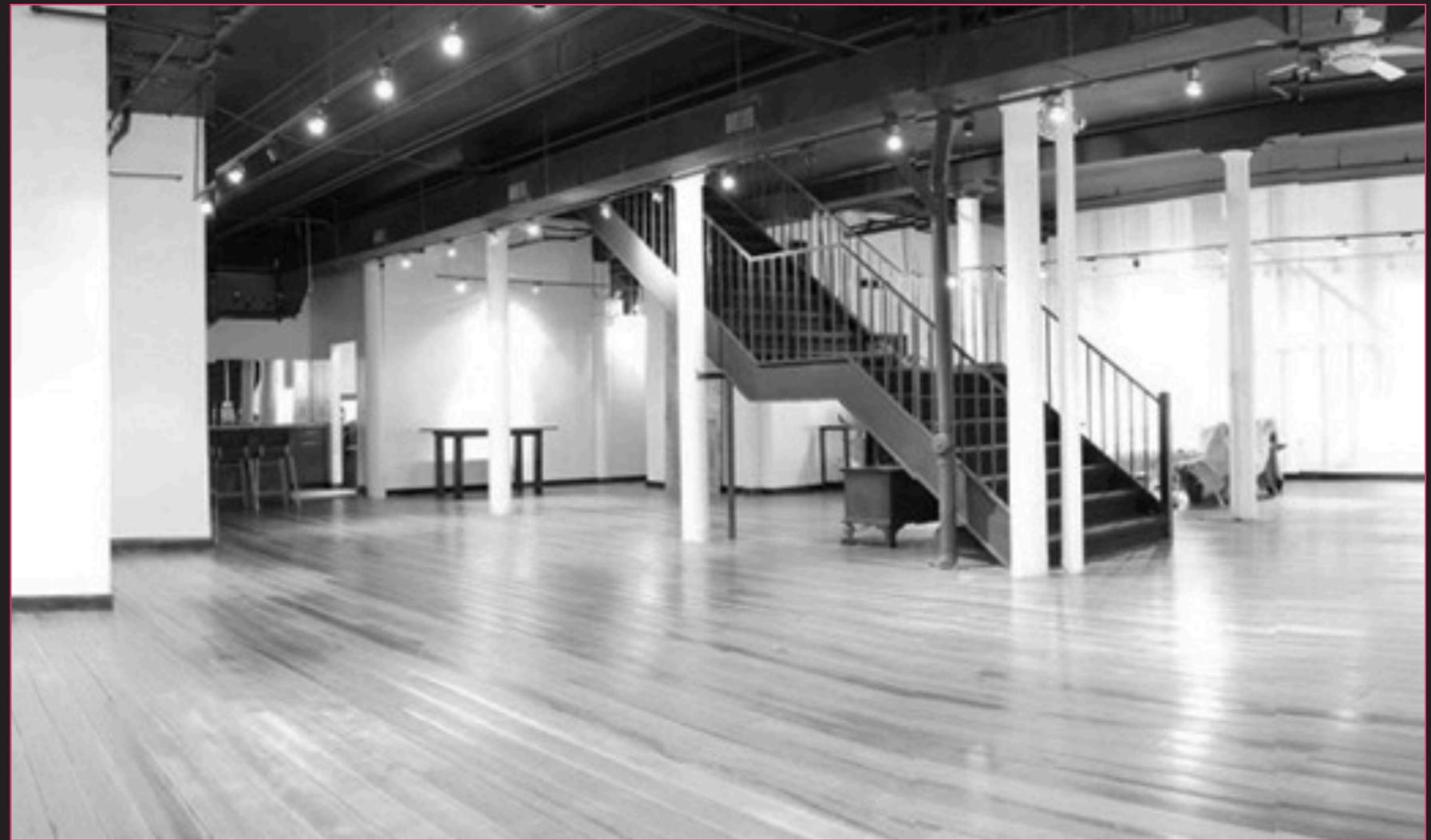
60 Reade St.

6,000 square-foot multiple floor venue and private art gallery. The Gallery is located in a historical landmark building with original detail, in New York City's hottest neighborhood, Tribeca.

Featuring 15 foot ceilings, steel columns, Swarovski crystal chandeliers, expansive halogen track lighting, exposed brick, exotic Brazilian wood floors, multiple entrances, bar, lounges, and chef kitchen.

This venue includes a private entrance through the Kristin Hanson boutique. 60 Reade provides unique and elegant decor, making this one of the more desirable lofts for any event.

Capacity: 350 people



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MANHATTAN PENTHOUSE

80 5th Ave. (at Union Sq)

Overview: The Reception Room at Manhattan Penthouse surprises guests with the immediacy of panoramic views through the extraordinary location's huge signature windows on both sides. It includes a grand oak and stained glass bar, paneled window seats, and herringbone flooring.

Capacity: 250 people



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19TH STREET RESIDENCE

19th St. & West Side Hwy

This is a private residence in the widely recognized building which resides on the corner of 19th street and the West Side Highway. With picture perfect views, this apartment is equipped with large open spaces and a contemporary chic vibe.

Capacity: TBD



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HUDSON

632 Hudson St.

This 1847 trilevel town house—home of the 2001–02 cast of MTV’s *The Real World*—has 5,000 square feet of space, including an open kitchen with a 12-foot trestle table and a 40-foot atrium.

The 1,000-square-foot rooftop is available for receptions.

There is also a ground floor space available, 1,800 square feet for seated dinners in conjunction with the triplex or as a separate space.

Capacity: 150 people



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HOME STUDIOS

873 Broadway

Beautiful. Versatile. Home Studios can be transformed into a spectacular space.

Located in the historic Flatiron/Union Square neighborhoods, on the corner of Broadway and 18th Street in Manhattan.

Square Footage: 4,000 sq. ft. daylight studio

Amenities: 14-foot ceilings, bathroom set, maple floors throughout, 16 east- and south-facing windows (2 floor to ceiling) .

Capacity: 150 people



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M STUDIO

163 Bank St.

Overlooking the Hudson River, M Studio is architecturally progressive in a fifties and sixties motif. From early morning until sunset natural light bathes the studio through the 50, 8 foot windows, which access unobstructed views of the Hudson River. From riveted steel bathrooms and a poured concrete kitchen to massive hinges and vault doors, a warm, industrial theme vibrates throughout the space.

Capacity: 250 people





TALENT SUGGESTIONS

APPENDIX B

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GUESS GIRL DJs

DJ KALKUTTA

DJ BROOKLYN DAWN

LINDAY LUV

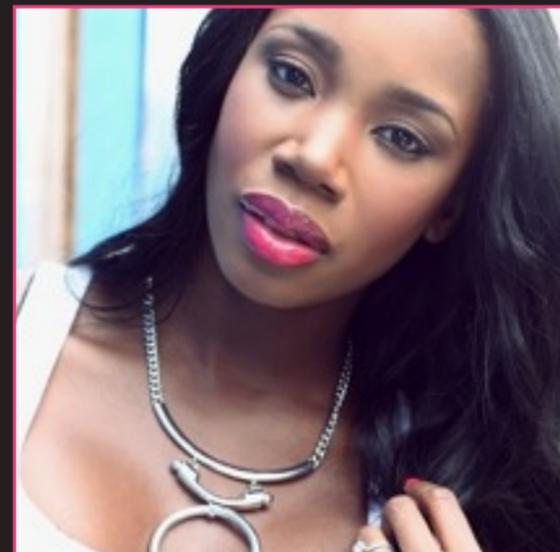
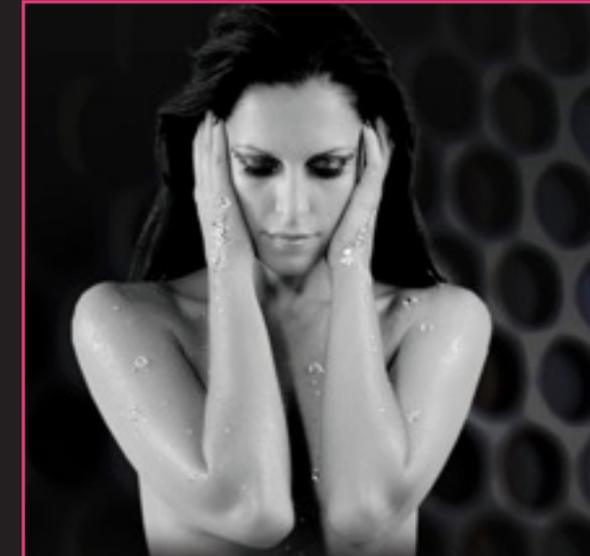
DJ KISS

ROXY COTTONTAIL

CHRISSIE MILLER

DJ LORA

NERVO



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KIMBRA

Bio

At the tender age of 17, she was discovered in her native New Zealand. By the age of 21, she released her first album, Vows, which garnered much critical and commercial success debuting at number 3 on the New Zealand charts. With the help of Warner Music, she is set to become an international sensation gracing the crowds of SXSW and complimenting Gotye's "Somebody that I used to know". Now with the summer release of Vows in the US, Kimbra is set to tour with Foster the People.

Music

http://www.youtube.com/watch?feature=player_embedded&v=rBxmidwDy2Y

Tour Information

<http://www.kimbramusic.com/shows>



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MARLA JOY

Bio

Originally from Toronto , Marla is a total throwback to the late 1960's, from her rock-n-roll soul tunes to her bohemian chic style. She created her album, Blackbird, last spring in between New York and L.A. Marla sites Stevie Wonder, Aretha Franklin and Janis Joplin as her top musical influences.

Music

<http://soundcloud.com/marlajoy/changes>

Tour Info

No upcoming dates



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RITA ORA

Bio

In 2009, she appeared on the BBC's Eurovision: Your Country Needs You where she auditioned to be the British contestant for the Eurovision Song Contest 2009. Later in 2009, she signed to Roc Nation. In 2012, Ora provided the vocals for DJ Fresh's "Hot Right Now", which has been the fastest selling single in the UK of 2012.] Ora's debut single, "R.I.P", topped the UK Singles Chart in May 2012. Ora will spend the summer 2012 opening concerts for Coldplay. Her latest single, "How We Do(Party)" is taking over the top 40 airwaves.

Music

<http://www.youtube.com/watch?v=dOOxIVUC08Q&feature=related>

Tour Info

<http://www.songkick.com/artists/2312757-rita-ora>



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GRIMES

Bio

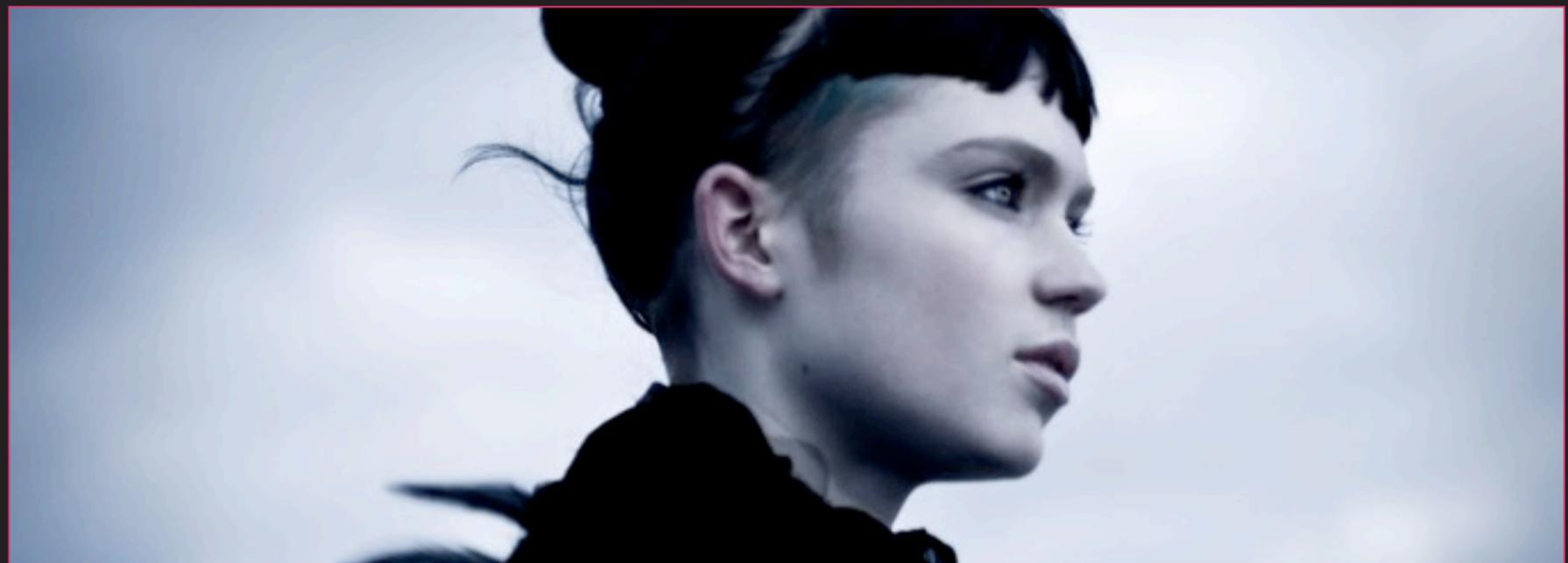
A native of Vancouver, Grimes began recording experimental music while attending college in Montreal, where she became involved with the underground electronic and industrial music scene. In late 2011, she announced that she had signed with 4AD Records, who released her third album, *Visions* (2012). *Visions* met critical acclaim and was hailed by the *The New York Times* as "one of the most impressive albums of the year thus far." Grimes' music has been noted by critics and journalists for its atypical combination of vocal elements, as well as a wide array of influences, ranging from industrial and electronic to pop, hip hop, R&B, noise rock and even medieval music.

Music

<http://www.grimesmusic.com/>

Tour

<http://www.songkick.com/artists/705029-grimes/calendar?page=1>



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THANK YOU!

