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TIME TO WALK THE RED CARPET

“Style -- in a way that’s *très* LA”

HOLLYWOOD, CA (May 3, 2005) – This spring share and enhance your personal sense of LA *style* with a veritable who’s-who of Los Angeles movers and shakers at **Red Carpet Boutique**. This **prestige shopping and entertainment event** debuts at the classic **Hollywood Roosevelt Hotel** (in the Oscar Room no less!) on **Saturday, May 21st from 11 am to 4pm**. Hosting a dynamic ensemble of LA’s *crème-de-la-crème* designers, artisans and entertainers, Red Carpet Boutique is the *scene to be seen in*.

“Red Carpet Boutique is **an homage to the days of old Hollywood glamour** and a **tribute to Los Angeles’ collective trend-setting style**,” says the event’s producer Seema Syed-Rodriguez owner of Event Diva.

Red Carpet Boutique will feature over 30 cutting-edge designers (**ADD Handbags, Addore Leather Bags, Anne Segal, Bella Bloom Design, Noelle Handbags, Pink Stiletto, Saa.z Designs and Jacqui Chazen**); inspiring creations (from celebrity florist and sponsor **Tic Tock, Banyan Tree, Cheryl Dufault Jewelry, Joann Smyth Pearls & Fine Jewelry, Kitsch*n Glam Aprons, Pisces Soap, SandDollar Cosmetics, Stephanie Johnson**); and flashes of **celebrity sightings** between **floating silver platters** of passed hors d’oeuvres and **flutes of Rubies** (Red Carpet’s twist on the mimosa prepared with Pomegranate **Naked Juice**). Rolled out in true red carpet *vibe*, deejays to the stars, **Amani K. Smith, DJ Hoe and Vic One** will spin hypnotic beats between the auditory sensations of the **Jared Douglas Band** who’ll perform two live sets at 1 and 3. There will be door prizes and raffles such as a darling evening bag by **BussBuss.com** and jeweled bookmarks from **Heaven Sent Jewelry**; free samples from **Coffee Bean and Tea Leaf** between 1 and 3pm; and for those who are among the **first 150 to RSVP** or land on the VIP list, **gift bags featuring over \$100** worth of products from sponsors **Fiji Water** and **Joico** along with **Niebaum-Coppola Winery’s SOFIA champagne, Bon Appetit Magazine, Lola Cosmetics** and more. If **five-star leisure** is your choice for luxury, make an appointment for some pampering with a **Moodivations Mobile Spa Experience** -- a private on-site spa featuring a relaxing menu of **massages, express manicures, Reiki hand/foot massages and Tarot readings**. By the time your finished walking the Red Carpet you’ll no doubt need to recoup before a truly Hollywood evening over **dinner** in **Theodore’s (The Roosevelt’s restaurant whose menu was created by Spago legend Wolfgang Puck)** or **cocktails in The Roosevelt’s’ posh Prada furnished lobby**. Now that -- is a *très* LA day.

Red Carpet Boutiques will be held at a variety of historical Los Angeles landmarks once a season. Red Carpet Boutique is the brainchild of a consortium of Los Angeles based female business owners who wanted to contribute something extra special to Los Angeles’ entertainment shopping scene. For additional information visit www.redcarpetboutiquela.com or call **310-678-5943**.

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