

FOR IMMEDIATE RELEASE



Style Guide Bobbie Thomas Guest Hosts The Holiday Lookbook Featuring Exclusive Gifts For Holiday Gift Guide And Spring Preview



NEW YORK, NY (October 1, 2009)—With the holiday season right around the corner, a new product-to-press event **The Holiday Lookbook**, produced by **Shiraz Events**, will showcase the latest brands and products in time for the holiday shopping season. Featured brands include lifestyle categories ranging from fashion and accessories, beauty and spa, home, food and beverage, electronics, travel, eco-conscious brands, and many more! **This is a closed event and is by invitation only.**

Part of the excitement of The Holiday Lookbook for the brands and members of the press is being able to have a host try out the products on-site and talk about the products benefits and usefulness. The Holiday Lookbook is pleased to welcome **Bobbie Thomas**, Style Contributor for NBC's *Today Show*, as our guest host and lifestyle expert.

The Holiday Lookbook is a 1-day media only event and is open to members of the press who are looking to feature unique and exciting gifts for holiday gift guides for the upcoming holiday season. For long lead outlets, The Holiday Lookbook will preview a selection of products in time for spring previews including awards season, Valentine's Day, Easter, Spring Break and other themed stories.

Participating brands are hand selected for their unique qualities, benefits and relevance ensuring quality product selection. In turn, brands are able to showcase their products to members of the press, set in a stylish boutique-style setting. The brands will also be featured online at **www.theholidaylookbook.com**, which will include downloadable images, product information, retail, and contact details, which are accessible to accredited media.

The Holiday Lookbook will take place on **October 20, 2009** from **10am to 5pm** at **The Gallery at Metropolitan Pavilion**, located at **123 West 18th Street**. Bobbie Thomas will be on hand to give a tour and talk about each brand and products from **12PM to 3PM**.

Visit **www.theholidaylookbook.com** for a complete list of participating brands, which will be updated frequently. To inquire about participating or sponsorship, contact **Shiraz Events** at **212.255.7001**, **Shai Tertner** at **shai@shirazevents.com** or **Alexandra Suazo** at **asuazo@shirazevents.com**.

For media inquiries and to RSVP, please contact **STATE Public Relations**, **Ryan Urcia** at **646.714.2520** or **ryan@statepr.com** or **Kristina Ratliff** at **kristina@statepr.com**.

About Bobbie Thomas

For over a decade, Bobbie has been empowering others to embrace their style as a positive form of self expression, and is passionate about communicating "Style is the way you speak to the world without words." She encourages everyone to match the 'outside' with the best that the 'inside' has to offer, and believes you don't have to Do-It-Yourself, but you should Do-it-*Your Way*. Currently, millions of people wake up to catch Bobbie on NBC's "Today Show," where she serves as Style Contributor. Her weekly TodayShow.com Style Buzz articles have become a popular fixture for the Fashion & Beauty section, and are often pulled to also appear on MSN.com and MSN messenger, as well as MSNBC.com's home page.

ABOUT SHIRAZ EVENTS

Since October 2008, **Shai Tertner, President and Founder of Shiraz Events**, co-partnered to launch two successful holiday gift fair events called Product-n-Press. The debut of Holiday Lookbook marks the first bi-annual media only showcase event solely produced by Shiraz Events, a special events company based in NYC with offices in Miami.