

# BAY AREA STYLE

THE FASHION MAGAZINE OF THE DAILY NEWS • TUESDAY, SEPT. 13, 2005

## Inside the Emmy gift bag

By Carla Scheiffly  
Daily News Style Writer

IT'S THE NEWEST must-have luxury product for the celebrity hipsters. At least that's the hope of hundreds of designers, jewelers, and beauty product marketers from around the globe who will travel to Los Angeles this week in an effort to gain access to Hollywood's A-listers.

It's Emmy Awards time and from goody bags filled with beauty booty, to product buffets that offer members of Hollywood royalty an enticing array of cutting-edge fashions, luscious beauty products and delectable cuisine, this is the primetime for companies to get their products into the hands — and on the backs — of much photographed celebrities. A People Magazine photo of Teri Hatcher in the latest vintage T-shirt may be all that is needed to increase market share.

### Product buffets

One of the most effective marketing tools, the product buffet, has given life to a number of LA-based companies that sponsor events in Hollywood during the award season. Melissa Lemer and Lorena Bendinskas created Silver Spoon Entertainment Marketing in an effort to assist companies wanting to showcase their poshest goods to stylists, celebrities and industry heavyweights. Luxury brands are displayed buffet style in some swank locale where by invitation-only attendees can partake in a "complimentary" shop-till-you-drop experience, taking home everything from cigars and caviar to perfume and purses.

"Once a product gets into the hands of an A-lister, most of America wants that product," said Lemer, "whether it is a favorite Avon product that has been around for years or something new on the market. We create trends by giving stuff to celebrities."

### 'The Good Life'

Silver Spoon will host a "Beverly Hills, The Good Life" buffet this Thursday and Fri-

day, before the Emmy Awards, which air on Saturday. A Beverly Hills estate is the venue for invited trendsetters Eva Longoria, Jessica Simpson, Nicollette Sheridan, Sarah Michelle Gellar, Nicole Richie and a host of others who will view the latest in everything hip, from \$15,000 Hummer golf carts to miniature horses — the new luxury pet for Hollywood It-Girls.

### Avon calling

Invited celebrities will also be able to indulge in complimentary facials and manicures by Avon, have their locks cut by acclaimed hair stylist Warren Tricomi, and get a tan compliments of SunFX. All this while snacking on exotic margarita flavored cupcakes from Love Cakes.

A stop at the HBO Luxury Lounge at the Peninsula



**LUCKY BAG** — A celebrity favorite, the Charm and Luck company, created this white leather bag with turquoise studs and silver embellishments that was given to Lindsay Lohan for her recent birthday.

See **EMMY BAG**, page 36

Come see what's new for FALL!

**Angela**

1129 CHESTNUT STREET  
MENLO PARK CA 94025  
650.323.7410

**NEW**  
Fall/  
Winter  
Collection  
is In!

**Italian**  
Women's  
& Men's

**OLIVIA**  
Boutique

632 Rancho Shopping Center  
Los Altos • 650-949-3003

**Anniversary  
Sale**

Save 20-60% Storewide

**The  
DRESSED  
ROOM**

730 Santa Cruz Avenue  
Menlo Park  
650.462.1600

HOME ACCENTS • TABLETOP • GLASSWARE • GIFTS