



JCPenney Presents | "Heart" Ronson Clothing Launch



WHO WE ARE

Exopolis is an integrated creative studio.

Integrated: we're multilingual with web, broadcast, mobile and print capabilities

Creative: we've won top awards for our design, concept and execution

Studio: we're a multitalented team working in an open setting to create the best possible work

Great design is in our DNA - we've won awards for our interactive projects, our broadcast projects, and for the projects that combine both. We believe that creative diversity is a strength - Exopolis concepts, develops and executes many different kinds of projects, with different types of clients, industries, platforms, and technologies. Since 2002, Exopolis has applied premium design and production skills to forward-thinking creative solutions - solutions in sync with the new marketing landscape.

For our work on MINIUSA with Crispin Porter + Bogusky, Exopolis earned a 2005 Cannes Titanium Lion, the 2006 One Show "Best in Show" award and the Grand Clio in the 2006 Clio awards. At the 2006 Promax/BDA awards, Exopolis earned four gold medals, one silver and a special recognition award. We have worked with brands such as Apple, Coca-Cola, Nokia, Disney, Nickelodeon, HBO/Cinemax, IFC, Sundance, Bravo, Universal Pictures, DirecTV, and agencies such as Goodby Silverstein & Partners, McCann Erickson, TBWA/Chiat Day and Crispin Porter + Bogusky.

CLIENT LIST

20th Century Fox
 Absolut
 Airtsream
 AMC
 American Film Institute
 AOL
 Apple
 BBC
 Ben Sherman
 BET
 Blue Cult Denim
 Bossa Nova
 Bravo
 BWR
 CAA
 Capitol Records
 CBS
 Chili's
 Chip and Pepper
 Cinemax
 Delta

DirecTV
 DKNY Jeans
 ESPN
 got2b
 Gwen Stefani/ Harajuku Lovers
 Fadar Magazine
 Filter Magazine
 Focus Features
 Food Network
 Fox Sports
 Fox Theatrical
 Fuse TV
 HBO
 In Demand
 Independent Film Channel
 InStyle Network
 Interscope Records
 Jaguar
 JCPenney
 Jerry Leigh Apparel
 Lions Gate Films

Lucky Jeans
 McCann Erickson
 Microsoft
 Mini USA
 Mobi TV
 Motorola, Inc.
 Museum of Contemporary Art
 MySpace.com
 Nascar Nation
 Nakijima USA
 Nickelodeon/Nicktoons
 Nike
 Nintendo
 Nokia
 Paramount Studios
 Paul Frank
 PBS
 Playstation
 Quiksilver, Inc.
 ResFest
 Roxy

Seventh House PR
 Showtime
 SK-II
 Sony Picture Classics
 Stila
 Studio Canal
 Sundance Channel
 T-Mobile
 Target
 TBWA\Chiat\Day
 The Coca-Cola Company
 Toei Animation
 Tony Hawk
 TCM
 Turner South
 Universal Music
 Universal Pictures
 Warner Bros. Live Concert Series
 Warner Bro. Pictures
 WMA
 Womens Entertainment

ENTERTAINMENT/ EXPERIENTIAL SERVICES

Concept and Vision

Campaign Development, Strategic Partnership, Brand Identity/ Messaging,
Creative Concepting, Mood Boards, Renderings

Entertainment

Exclusive Artist/ Talent Acquisitions, Specialty Performances/ Performers,
Green Room/ Hospitality Riders, Technical Riders/ Backline, Artist Management, Travel/ Transportation

Décor/ Environmental Design

Floorplans, Digital Renderings, Custom Set Design, Custom Designed
Furniture/ Props, Floral/ Greenery, Custom Lighting/ AV Design

Invitations/ Graphics

Design/ Print, Mailing, Press Wall, Directional Signage/ Banners, Custom Branded Collateral, Gobos, Decals

PR/ Outreach

PR Acquisition/ Management, Outreach Acquisition/ Management, Media Management, Photographer/ Videographer Acquisition, Guest List Management, Check In Management, Red Carpet Management

A-Z Production

Budget Development/ Management, Permits, Insurance, Lighting, Staging, Rigging, Audio, Audio Visual, Tenting, Flooring, Security, Catering (Food/ Beverage), Staffing, Venue Acquisition

Promotions

Business-to-Consumer Promotions, Guerilla Marketing, National Campaign-Conception and Activation, Press Stunts -Conception and Activation

JCPenney | I “Heart” Ronson Launch Party

SERVICES

Decor/Environment Design, Art Direction, Brand Identity/Messaging, Graphics, Renderings, Strategic Partnerships, A – Z Production

TASK

To create a high profile event in the heart of Hollywood to announce and celebrate Charlotte Ronson’s exclusive clothing line deal with JCPenney, “I Heart Ronson”.

STRATEGY

We created a unique environment where Old Hollywood meets Fairytale-land to reflect the bold and soft duality of the clothing line, and hosted the launch party at the infamous Bar Marmont in Hollywood. We took over the entire interior and built out the parking lot as an organic extension of the venue, complete with 1920’s damask couches/chairs, Austrian crystal chandeliers and Victorian accent pieces. The exterior space was used as a lounge to host the live performance by Mark Ronson and the Version Players with special guests Daniel Merriweather and Dirty Nasty. In addition to the outdoor performance area, guests were given pink cupcakes, candy and ice-cream from the Heartchallenger Ice-Cream truck. Inside the venue

we built “Charlotte’s Closet” where guests could view her collection and get gifted with items of their choice. We tied together a strategic partnership with “The Alliance” to secure talent outreach drawing a massive and notable crowd of celebrities, hipsters, socialites and industry press who occupied, at maximum capacity. Guests left with custom branded pink candy jars and a few pieces each from the new line “I Heart Ronson.”

GUESTS

Over 300 A-Listers came to the event such as: Sting, Josh Hartnett, Jewel, Paris Hilton, Nicky Hilton, AnnaLynne McCord, Shenae Grimes, Nicole Ritchie, Milla Jonovich, Drea de Matteo, Jeremy Piven, Kim Kardashian, Rachel Zoe, Molly Sims, Tony Kanal (No Doubt), Kate Sumner, Doug Reindhart, Corey Kennedy, The Donnas, Mickey Madden and James Valentine (Maroon 5), Rashida Jones, Kidada Jones, Shooter Jennings, Mindy Kaling, Sam Sparro, Simon Rex, Ann Dexter-Jones, Daniel Merriweather, Monet Mazur, Daveigh Chase, Tennessee Thomas & Z Ber (The Like), Paula Patton, Samantha Ronson, Luke Grimes, Sanaa Lathan, Stephen Dorff, Camille Guaty, Zelda Williams and many more.

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MEDIA IMPRESSIONS

Web: 81,842,651 Print: 4,283,726 Television: 68,907,367

I Heart Charlotte Ronson's "I Heart Ronson" JCPenney Line (Sorry, Couldn't Resist!): Slaves to Fashion: Fashion: glamour.com



See all blog posts

I Heart Charlotte Ronson's "I Heart Ronson" JCPenney Line (Sorry, Couldn't Resist!) Monday, 04/ 6/2009 at 1:40 PM Comments

Hi all, Maria here, *Glamour's* Associate Market Editor. I just had to share a few photos and stories from r STFs. Don't worry—there'll be no boozy brunch snaps, date-night postmortems or personal picking-up-the I've got more exciting tales to tell as I had the chance to take a whirlwind trip to Hollywood where, among fashion It girl...

Charlotte Ronson.

Late last week I got an invite to attend the big bash she and JCPenney were hosting to celebrate the launch at Bar Marmont (one of my favorite LA hangouts!) and quickly sent in my RSVP of *Hells Yeah*.

Two short days—and one long plane ride later—I found myself at a cozy cocktail party where I met many designers, buyers and Charlotte herself! I said a quick hello to Charlotte but she was soon pulled away to along with her DJ sister, Sam Ronson (I snapped a quick shot for all of you to see below!)



Samantha and Charlotte Ronson.

After a bit of socializing and nibbling on mini everything (mini burgers, mini pizza, mini grilled cheese!) v boutique-like room where all of the I Heart Ronson clothes were on display. A gaggle of NYC fashion edit friend, Gina, *Seventeen* mag's Fashion Director—started poring over the collection.



<http://www.glamour.com/fashion/blogs/slaves-to-fashion/2009/04/i-heart-charlotte-ronsons-i-he.html?printable=true>

I Heart Ronson - scene - parties - fashion week daily



You Heart Ronson

Charlotte Ronson and JCPenney launch I Heart Ronson with a party and musical performance by Mark Ronson and DJ Samantha Ronson

Monday, April 06, 2009

(LOS ANGELES) The Bar Marmont in Hollywood was undoubtedly the place to be on Friday night, as Charlotte Ronson and JCPenney ushered in the designer's new I [Heart] Ronson clothing line with a celebrity-packed party and musical performances by Mark Ronson and The Version Players, featuring Daniel Merriweather with deejay Samantha Ronson.

Guests including Sting, Cory Kennedy, Mark Hunter, Rachel Zoe, Nicole Richie, Paris Hilton, Milla Jovovich, Nicky Hilton, Kim Kardashian, AnnaLynne McCord, Shenae Grimes, Jeremy Piven, Sanaa Lathan, Monet Mazur, Jewel, Camille Guaty, Zeldia Williams, Rashida Jones, Dean and Dan Caten, Kate Sumner, Drea de Mateo, Daveigh Chase and Paula Patton crowded into the venue to pay homage to the affordable

Charlotte Ronson in Charlotte Ronson. © Patrick McMullan



TODAY'S DAILY » Runway Reviews » The Facebook Report » Links of The Daily » Runway Review » Krupp Group's Fashion Expansion » Kidding Around » Bijou Bijou » Solving the Miller Mysteries » What, This Old Thing? » Drink Up!

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<http://www.fashionweekdaily.com/parties/fullstory.sps?newsid=6630206>

PAPERMAG: WORD UP! L.A. Report: Charlotte Ronson's "I Heart Ronson" Line for JCPenney Party



THURSDAY, APRIL 9

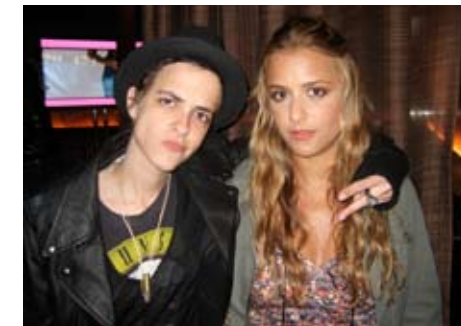
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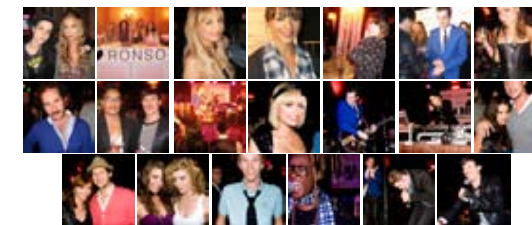
Posted Apr. 6, 2009, 1:23 p.m. ET

L.A. REPORT: CHARLOTTE RONSON'S "I HEART RONSON" LINE FOR JCPENNEY PARTY

BY CAMILLE ROUSSEAU



Samantha and Charlotte Ronson



Charlotte Ronson's I Heart Ronson line for JCPenney debuted with a lavish bang at the sumptuous Bar Marmont in Hollywood on Friday night. The bar, usually a gloomily gothic affair, was transformed into a pink confectionary treat, with jars of candy and rows of dresses everywhere. It was a girly girl's dream, much like the collection itself. Ronson is known for making beautiful, feminine clothes that are both wearable and sexy, and this line does not disappoint. The pieces are rife with an ethereal flounciness that makes you want to drop everything and go run through a field of daisies or something. Flattering, simple and cute, minus the exorbitant price tag. What more is there in life?

http://www.papermag.com/blogs/2009/04/la_report_charlotte-ronsons_i.php

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RESULTS

With over 150,000,000 media impressions, JCPenney was able to rebrand themselves as a fashion-forward and trendy place to go for the latest clothing from one of the hottest celebrity designers. With their main objective to obtain media impressions that would increase brand awareness and generate sales, JCPenney was thrilled to have the extensive guest attendance that ranged from Sting to Paris Hilton leaving a lasting impression as the hottest party of 2009. We were able to put JCPenney back on the map for the average person in middle America down to the biggest talent and trendsetters in Hollywood.

-The event was a huge success- *Ken Hicks, President of JCPenney*

-Charlotte Ronson is a genius! What an amazing event.- *Rachel Zoe, Celebrity Stylist*

-The party itself was all about Charlotte. Pink candy hearts, lollipops, Charlotte-tinis, sparkling chandeliers, and all things girly were everywhere....just like in her NYC store. *-Mary Kate Steinmiller, Teen Vogue Associate Fashion Market Editor*

-JCPenney went all out and had everything from a red carpet entrance, an ice cream machine and even gorgeous chandeliers hanging from the tented ceiling. Who knew crystal accents and chocolate chip ice cream would make such a chic combo?-
Maria Duenas, Glamour Associate Market Editor

-L.A. hasn't seen a party like this in a long time. It was ridiculously fun!- *Simon Rex, Actor/ Musician*

CONTACTS

Moj Mahdara

Co-Founder/CEO

moj.mahdara@exopolis.com

323.829.8742

Daniel Arcana

Co-Founder/CSO

daniel.arcana@exopolis.com

323.605.3200

Kat Egan

Co-Founder/ CMO

kat.egan@exopolis.com

213.400.2152