



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-Lister’s 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



Charlotte Ronson in Charlotte Ronson. © Patrick McMullan

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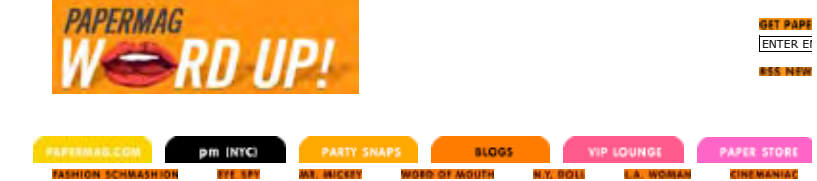


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PAPERMAG: WORD UP! L.A. Report: Charlotte Ronson's "I Heart Ronson" Line for JCPenney Party



THURSDAY, APRIL 9

GIVE A SHOUT TO WORD UP! [wordup@papermag.com](mailto:wordup@papermag.com)

WORD OF MOUTH

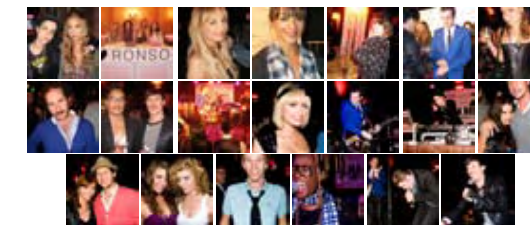
Posted Apr. 6, 2009, 1:23 p.m. ET

### 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](http://www.papermag.com/blogs/2009/04/la_report_charlotte-ronsons_i.php)

## JCPenney | I “Heart” Ronson Launch Party

### 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*

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