

VIP Guests who attended the launch event at Saks Fifth Avenue, New York:

- **Aretha Marshall, VP Casting & Talent Development, PEACOCK Productions NBC Universal**
- **Marianna Haggerty, Sr Producer, PEACOCK Productions NBC Universal**
- Leslie Ramos, Exec Director, Mayor's Office of NYC
- **Lori Morris, Editor, American Salon Magazine**
- Dynelle Skinner, PR for Borghese (and blogger of My Life on and off The Guestlist)
- Kelly Samardak, Writer of Just an Online Minute Column, MediaPost.com
- **Anna Davies, Redbook Magazine**
- Felicia Sullivan, Blogger
- **Delaina Dixon, Entertainment Editor, OK! Magazine**
- **Tia Walker, Editor/Founder, The Quest For "It"**
- Sabrina Chapman, Writer, Scallywag & Vagabond
- Eleanor Goldberg, Freelance Writer
- **Elena Malykhina, Online Editor, Brandweek**
- **Carol Kanarek, Freelancer, Allure Magazine**
- Charlie Oliver, Founder/CEO, Art of Talk TV
- **Lindsey Benoit, Publicist, SELF Magazine**
- Oriana DiNella, Stylist & Writer, Nolcha.com
- Aja Stubbs, Editorial Director, Belle-Noir Magazine
- **Carol Kim, Contributing Beauty Editor, Us Weekly**
- **Suzanne Marchese, Fashion Editor, Us Weekly**
- Geraldine Laiz, Fashion Stylist / Contributing Events Writer, WhatsWear.com
- Mosaka Williamson, Writer, Socially Superlative
- **Caroline McCarthy, Staff Writer, CNet News / CBS Interactive**
- **Yuli Ziv, Editor In Chief, My "It" Things**
- Sigourney Salley, Writer, Style-A-Holics
- Thei Zvekari, Blogger, Fully Booked
- Caroline Tseng, Blogger, Street-Spotted
- **Linda DiProperzio - Freelance writer for the NY Post, The Knot and New Jersey Bride**
- **Amy Capetta - Freelance writer for Lifetime.com, Woman's Day, & Woman's World**
- Marguerite Desir, Fashion Stylist
- **Lisa Lacy, Freelance Writer, Huffington Post**
- Yolanda Shoshana, Lucious Lifestyle Diva
- Michelle Finkelshteyn, Co-founder, BagTrends.com
- Helena Krodel, Dir of Media & events, Jewelry Information Center
- **Corinne Mohr, SEEK Editor, Time Out New York**
- **Brenda Dargan, Editor, In Style Magazine (online)**
- **Kim Weling, Freelance Writer, New York Cool**
- **Michelle Madhok, Editor, SheFinds.com**
- Janine Just, Girls in Tech
- Jessi Butterfield, Make Up Artist
- Sarena McDonald, Merchandising Styling Coordinator, Saks Fifth Avenue
- Kristin Booker, SheFinds.com
- **Lauren Smith, Vh1 News and Red Carpet**
- **Bebhinn Timmons, Oscar de la Renta**
- Natalie Walker, Newsweek
- Alice Doo, Writer, Socially Superlative
- Erin Gell, Forbes Magazine

- **Elizabeth Scherle, Shecky's Media**
- Courtney Meletta, Shecky's Media
- **Ji Cha, Celebrity Chef from FOX Networks, Hell's Kitchen**
- **Francesca Simon, Freelance Writer (Essence Magazine) + Photographer**
- **Eleanor Langston, Beauty Editor, SELF Magazine**
- **Janelle Grimmond, Editor, VIBE Magazine**
- Annette AKA Crowned Regal
- Yolanda "Shoshi" Shoshana, Luscious Lifestyle Diva
- Jacqueline Wales, Fearless Factor
- Andrea Syrtash, Dating Expert
- **Wendy Wilson, News Editor, Essence Magazine**
- Greta Blackburn, Editor, Ms. Fitness Magazine (+2 Staffers)
- Patty Hughes, Curvy Girl Style
- **Aryn Quinn, CEO & President, Beauty Cares (Organization)**
- Selena Ricks, Blogger, TheDizzyFizz.com
- **Val Portela, Promotions Director, Pulse 87.7FM**
- **Cheryl Thompson, Editor, All You Magazine**
- **Judy Dutton, Health Magazine**
- Martha Albuquerque, Founder, LelaLuxe.com
- Sabrina Alexis, Founder, A New Mode
- Kerry Diamond, VP of Public Relations, Lancome
- Vanessa Dabich, Director of Public Relations, Lancome
- Jenyne Raines, Heart & Soul Magazine
- **Rachelle Hruska, Founder, Guest of a Guest**
- Lorna Solano, Contributing Editor, MapFlex.com
- **Tiffany Winbush, WomenMakingMoves.org**
- Aja Magnum, New York Magazine
- Camille Siegel, Betty Confidential
- **Jennifer Goodkind, ABC News Now Reporter / A Fashionable Life Radio**
- Jessica Hullet, Freelance Writer: Cosmopolitan, AOL
- Jessica April, Us Weekly
- Myrna Blyth, Editor In Chief, Betty Confidential
- Stephanie Wei, Guest of A Guest
- **Christine Matava, Whom You Know**
- Lili Thom, Features Editor, GothamStyle
- Merry Esparza, Style 1 Media
- PJ Gach, EDGE Publications & LemonDrop.com
- Sabrina Alexis Newman, A New Mode
- **Sandy Linter, Celebrity Makeup Artist**
- Kristen Jones, Euro RSCG Worldwide
- Courtney Anderson, Writer/Producer/Activist
- Tamara Laine, Film Producer
- Linda Saetre, Saetre Film Production
- Karen Oliver, Karen Oliver & Associates
- Brette Polin, Stylist
- Gail Siegel, Beauty Writer, BettyConfidential.com