

STYLE SETTERS

WASHINGTONIAN

AUTOMOTIVE SPONSORSHIP RECAP

PORSCHE[®]

THURSDAY, SEPTEMBER 19, 2013
MALMAISON, WASHINGTON, DC

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EVENT OVERVIEW

The Style Setters event was hosted at Georgetown's new lounge, Malmaison on Thursday, September 19, 2013. Over 400 guests attended this invitation-only event to celebrate the 10 Style Setter honorees from *Washingtonian's* September issue.



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INVITATION EXPOSURE

The Porsche logo was featured on all Style Setters invitations sent to approximately 500 people. The logo linked directly to www.porsche.com.

**STYLE
SETTERS
WASHINGTONIAN**

YOU AND A GUEST ARE INVITED TO
CELEBRATE IN STYLE

COCKTAIL PARTY • THURSDAY, SEPTEMBER 19 • 6:30 TO 9:30 PM
MALMAISON • 3401 K ST., NW • WASHINGTON, DC

2013 HONOREES

MEG BIRAM • DIRK BURGHARTZ • VICKI CANTRELL
DR. ROSA RAI DJALAL • DIONNA M. DORSEY
IAN FAY • GIO GONZALEZ • JENNIFER HABER
TONY HUDGINS • ERIC N. SCHULZE

NON-TRANSFERABLE • VALET PARKING AVAILABLE • COCKTAIL ATTIRE
RSVP BY SEPTEMBER 12 TO STYLESETTERS@WASHINGTONIAN.COM

Saks Fifth Avenue PORSCHE BULLDOG LONDON DRY GIN RUFFINO MALMAISON

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ON-SITE EXPOSURE: AUTOMOTIVE DISPLAYS

Washingtonian carefully selected a venue for the Style Setters party that would prominently display two Porsches inside and outside the event. Each displayed Porsche was positioned through the large, open garage doors and guests were able to sit in the vehicles, talk to brand representatives, and admire the porches from every angle both inside and outside the event. *Washingtonian* brought in a professional lighting company to highlight the vehicles throughout the evening.



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ON-SITE EXPOSURE: SIGNAGE

The Porsche logo was included on the step-and-repeat located at the event entrance where guests had their photographs taken by a professional photographer. *Washingtonian* produced a Porsche gobo light projection in a high-traffic area, as well as event signage which included the Porsche logo.



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ON-SITE EXPOSURE: ADDITIONAL LOGO EXPOSURE

Washingtonian produced custom Porsche coasters that were scattered on all high top tables and on all bars. Additionally, *Washingtonian* had Georgetown Cupcake create individually-boxed custom Porsche cupcakes for guests to take with them as they left the event. The cupcakes were located between the Porsche display vehicles at the event exit.



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ON-SITE EXPOSURE: GIFT BAG ITEM

Porsche provided a branded gift bag item (the "Powergame") for the gift bags given to each event attendee.



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SOCIAL MEDIA EXPOSURE

Porsche received Twitter, Facebook, and Instagram posts from *Washingtonian*, as well as event attendees throughout the evening.

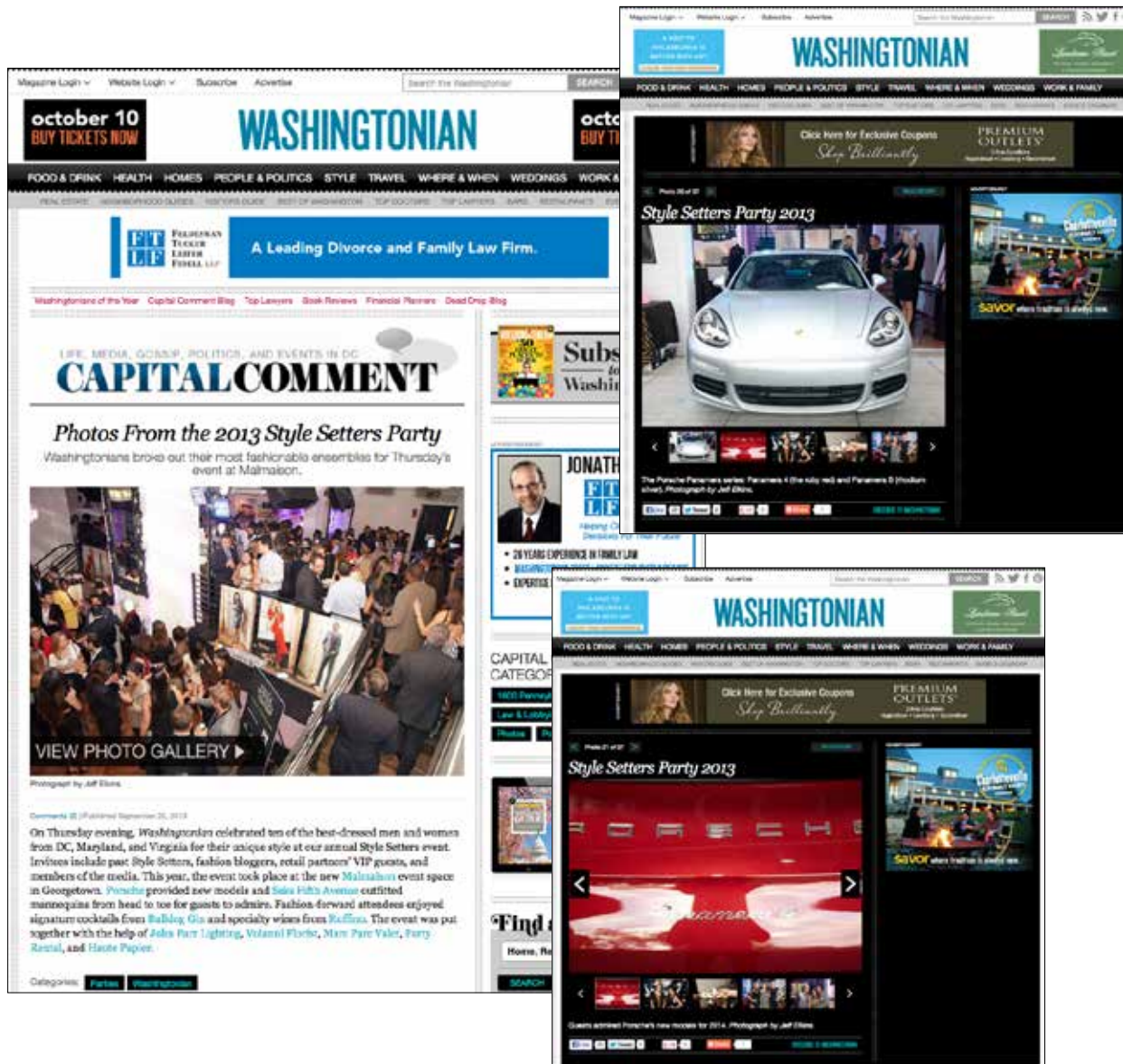
Washingtonian Facebook followers: 21,658 Likes
Washingtonian Twitter followers: 55,160
Washingtonian Instagram followers: 828



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ONLINE EVENT RECAP

Washingtonian posted about the event in the Capital Comment section of washingtonian.com immediately following the event. The article linked to a photo gallery where Washingtonian featured two Porsche photos. Washingtonian highlighted Porsche in the body of the article and linked to Porsche's website.



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IN-BOOK EVENT RECAP

Porsche will be featured in *Washingtonian's* November in-book full page event recap with a photograph, sponsorship mention, and logo display.

WASHINGTONIAN

2013 STYLE SETTERS

VENUE Lyon Hall, Arlington, Virginia
DATE July 23, 2013

On Thursday, September 19, *Washingtonian* celebrated ten of the best-dressed men and women from DC, Maryland, and Virginia for their unique style at our annual Style Setters event. Invitees include past Style Setters, fashion bloggers, retail partners' VIP guests, and members of the media. This year, the event took place at the new Malmaison event space in Georgetown. Porsche provided new models and Saks Fifth Avenue outfitted mannequins from head to toe for guests to admire. Fashion-forward attendees enjoyed signature cocktails from Bulldog Gin and specialty wines from Ruffino. The event was put together with the help of John Farr Lighting, Volanni Florist, Marc Parc Valet, Party Rental, and Haute Papier.

Photographs by Jeff Elkins, Andrew Propp, Dan Swartz



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RETAIL SPONSOR



BEVERAGE SPONSORS



VENUE SPONSOR



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NOTEWORTHY BUZZ

Style Setters was featured on several blogs and websites immediately following the event.

Guest of a Guest

<http://guestofaguest.com/washington-dc/dc-fashion/washingtonian-magazine-to-fete-ten-dc-style-setters>

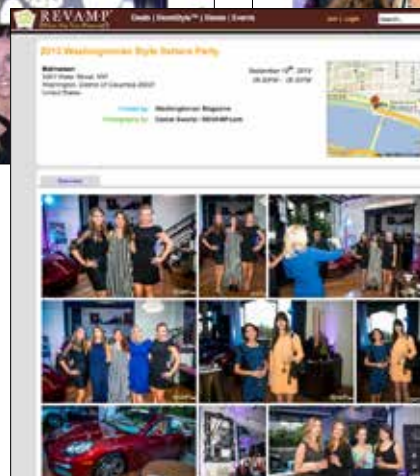
Revamp

<http://www.revamp.com/events.php?EventID=992#>

Local Bloggers

<http://aloyallove.blogspot.com/2013/09/dress-trends-washingtonian-style.html?showComment=1380195347147>
<http://dcfunemployment.org/2013/09/23/washingtonian-style-setters-party-2013/missexquisiteintl2012.blogspot.com/2012/09/2012-washingtonian-magazine-style.html>
http://news.silobreaker.com/style-setters-party-2013-5_2267115369636298811
<http://www.spicycandydc.com/>
<http://www.megbiram.com/named-2013-style-setter-washingtonian/>

AND MORE!



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FULL PAGE ADVERTISEMENT

Porsche ran a full page advertisement run in the September printed and digital issues of *Washingtonian*. The advertisement had premium positioning opposite the "Shop Local" cover story.



**It does what no luxury car has done.
Be a Porsche.**

Introducing the new Porsche Panamera. The first time sports car that's also a luxury sedan. Strong on the accelerator and best in class performance and handling is instantly apparent. But now, there's a new sense of sophisticated-resolute class composure. Elegantly crafted leather seats, a remarkably spacious cabin and a sleek ascending center console. With an endless amount of customization options. In short, the world's most thrilling contradiction. Experience it for yourself, with a test drive.

The new Porsche Panamera.

Porsche of Rockville
13017 860 0900
1125 Rockville Pike
Rockville, MD 20852
rockville.porscheusa.com



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OUR FAVORITE SHOPS FOR FRESH HOME FURNISHINGS, STYLISH CLOTHING,
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GREAT STORES



PHOTOGRAPHY BY ATTIC FIRE
STYLING BY PASCALE LEMARE FOR T.H.E. ARTIST AGENCY
OUTFITS PROVIDED BY LOU LOU (DUMPTON CIRCLE)

Genie Geyman and
Glennon Gorman of Lou
Lou on Bethesda Row

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STYLE SETTERS

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THANK YOU!

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FOR MORE INFORMATION, PLEASE CONTACT:

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