

Date: January 30, 2017
Unique Visitors: 83,143

Times Square
CHRONICLES



It has been a joyous January. The hot social scene has kept the tastemakers and trendsetters of New York City toasty warm.

On January 26, before a standing-room-only crowd, Macy's Herald Square saluted The Mayor's Office of Media and Entertainment on the occasion of their 50th Anniversary with a fashion show casting a spotlight on trends inspired by the "Made in NY" television series, TV Land's *Younger*. Bringing an energizing customer experience from the small screen to the selling floor just in time for the onset of New York Fashion Week, this special runway presentation was curated and hosted by renowned costume designers Patricia Field and Jacqueline Demeterio, who are both currently putting their signature sartorial spin on the hit TV show.

"As a retail and entertainment brand with a long history in film and television, it was only fitting for Macy's Herald Square to salute the longstanding contributions of the Mayor's Office of Media and Entertainment and "Made in NY" television programming, to the cultural landscape of this great city," says Tim Baxter, Chief Merchandising Officer, Macy's Inc. "We are so pleased to be celebrating these contributions by providing a dynamic, New York City-centric in-store experience for fashionable fans of *Younger*," which illustrates the fact that personal style is truly ageless."

At another soiree nearby *Younger*'s Sutton Foster and *TODAY Show*'s Lilliana Vazquez joined B Floral, New York's premiere floral and event design company, founder and lead designer, Bronwen Smith for a Winter Wonderland private party.

The event, which took place at Studio Arte in the Garment District of Manhattan and hosted 200 plus guests. Guests had the opportunity to create DIY winter bouquets, create gourmet s'mores, and took photos on the floral step & repeat. Sutton mingled with guests and posed for photos with fans under the white floral arch.

Down on the water, The Friends of Hudson River Park Playground Committee hosted their second annual Playground Committee Luncheon to celebrate and promote everything Hudson River Park has to offer, especially as it relates to children. Nearly 250 guests attended the event that proudly raised over \$230,000. It was a beautiful function that saw the likes of Jenna Bush Hager, Corey Johnson and a funny lunchtime break performance by comedian Judy Gold.

Uptown, Patrice Breysse held a cocktail party to celebrate Cellcosmet's 'CellCollagen Face and Neck' U.S launch of the incredible brand that makes your face glow gloriously.

Guests including Emanuele Fiore, Dr. Shawn Sadri, Jane Scher, Chandra Meier of Swisscosmet Corp., Christine & George Ledes of BEAUTY FASHION & Cosmetic World, Cheri Kaufman, Royce Pinkwater and R. Couri Hay, admired the artwork on the wall of the Penthouse while sipping prosecco and enjoying Hors d'oeuvre.

Cellcosmet is a skin care range especially formulated for women. Packaged in white, red-topped boxes and stamped with the Swiss cross, the Cellcosmet packaging embodies both the purity of the creams and the vitality of the active stabilized bio-integral cells contained within them.

On the evening of January 18th, seven amazing female founder and Changemakers shared their personal journeys and life lessons with at RISE for the beautiful group The WSDM (Wisdom).

Later in the month as part of Chinese New Year celebrations, the NBA Store and Brooklyn Nets' Jeremy Lin joined together to greet local NBA fans at a local store. Guests were thrilled to meet the basketball great on site.

In between all the parties healthy New Yorkers took time to work it out at hotspot Laughing Lotus. The trendy spot creates a sexy environment for yogis who need to relax or find a perfect way to get ready for their next event, especially before the next holiday of Valentine's Day just around the corner.

Those celebrating this year can be sure to find grand romantic gestures with unique sweets and treats at Dean & DeLuca with a fine selection curated by Chief Merchant, Michael Scibilia.

For dining fun, Chef Junghun Park will be offering a seven-course menu at Atoboy. The menu will include dishes such as Egg, pine nut, dungeness crab; Branzino, ginger, cilantro; Strip Steak, sweet potato, pearl onion; Chocolate Cake, almond sponge, coffee; and more. Guests can make a reservation through Resy. Or Massoni will offer a prix-fixe menu. Two seatings are available to book between 5-6:30pm, and 7:30-9:30pm. For the first seating, both the pre-fixe menu and a la carte menu will be offered; the second seating will be pre-fixe only.

Here is to a beautiful winter.