

VANITY FAIR

< Agenda >

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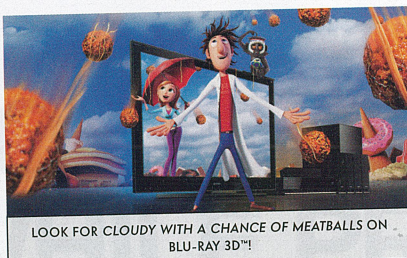
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EVENT

The Magic of Seduction

On April 8, *Vanity Fair* and Yves Saint Laurent Beauté invited shoppers to "Experience the Magic of Seduction" with YSL's men's fragrance La Nuit de L'Homme at Bloomingdale's, in New York. Magician Ryan Oakes mesmerized guests with his sleight of hand, working the scent into several tricks, enhancing the ambience with its mysterious aroma. Learn more about this seductive, sensual fragrance at yslbeautyus.com.



NEW & NOTABLE

Enhance Your Experience with 3D

Sony has more experience creating 3D entertainment than anyone. From shooting major 3D sports events to making 3D movies and Stereoscopic 3D games for PlayStation®3, they are involved in every step of the process. And they have used that expertise to build the highest quality LED backlit Sony® BRAVIA® HDTVs with 3D. Visit sony.com/innovations to learn more.

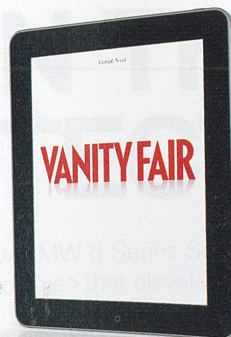


HIGH-PROFILE INTERVIEWS

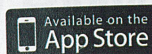
STUNNING PHOTOGRAPHY

THOUGHT-PROVOKING FEATURES

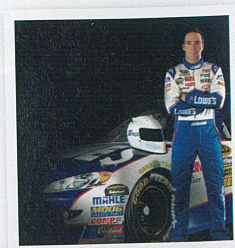
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CHARITY

Bringing Hope to Children in Need

Join Samsung, Lowe's, and the Jimmie Johnson Foundation to recognize and deliver assistance to 12 deserving charities that benefit children and their families. To find out how your favorite charity may receive a \$10,000 donation as part of this effort, visit helmetofhope.org or samsung.com between July 15 and September 1.



EVENT

Red Carpet Retrospective

On March 11, Giorgio Armani and *Vanity Fair* special correspondent Amy Fine Collins hosted a glamorous event at Armani/5th Avenue in New York City to celebrate red-carpet looks. Guests including Veronica Webb, Georgette Mosbacher, and Lizzie Tisch previewed an array of chic dresses and the latest collections. Gowns worn by celebrities such as Penélope Cruz and Anne Hathaway at high-profile events were on display during the evening.

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