

VODKA SHOT

*To Debut Latest Holiday Product, Absolut Hosts
100-Person Dinner and Concert*

by Anna Sekula

Absolut Vodka isn't shy about throwing events every time it launches a new line, but, in a slight change of tactics, the Pernod Ricard-owned company chose to debut its product for this holiday season with an intimate dinner for 100 or so members of the press. Conceived as a more personalized setting for the brand's reps to introduce Absolut Glimmer directly to editors, the event was presented in three acts: a cocktail hour with custom libations crafted by Absolut's in-house mixology team; a three-course seated dinner catered by GREAT PERFORMANCES; and a surprise performance by Cee Lo Green. The launch took over the two floors of the Glasshouses at the Chelsea Arts Tower.

"We wanted to provide a unique, intimate experience for a very select group of editors," said Bessette.

The night's design was based on the Absolut Glimmer bottle, a beveled glass piece fashioned to look like crystal, with lights and reflective paraphernalia figuring largely into decor. Custom candelabra and chandeliers—including an enormous piece that used the Glimmer bottles in



place of lights—adorned the cocktail and dinner space on the 21st floor, silver vinyl covered the long banquet tables, and string lights bedecked floor-to-ceiling windows in the 14th-floor performance area.

Although the dinner setting was a departure from what Bessette had previously planned, she considered the event a success. "It was a way to bring everybody together to meet new friends," she said. "As much as New York has big media base, it's a small creative community of people, so it's nice to get everybody with similar interests together and talk. It gave the brand an opportunity to talk to people one on one, which, when you do it in a big setting, is just more complicated, as there are so many more people to interact with."



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